

National Public Radio: Presidential Battleground Frequency Questionnaire

October 19-21, 2008

1000 Likely Voters

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

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	91
Not registered in 2004/Ineligible/too young	6
Did not vote	3
(Can't remember/Don't know).....	-
(Refused).....	0
(ref:VOTE00)	

Q.6 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.....	90
Probably	3
50-50	-
Will not vote.....	-
(Don't know)	-
(Already voted)	7
(Refused).....	-
(ref:CP3)	

[70 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.....	61
In person	38
(Don't know/ Refused).....	1
(ref:ABSENT4)	

Q.8 Generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

	Total
Right direction	14
Wrong track.....	80
(Don't know/refused)	6
Right - Wrong.....	-66
(ref:DIRECT)	

Q.9 Do you approve or disapprove of the way George Bush is handling his job as president?

	Total
Strongly approve	15
Somewhat approve	15
Somewhat disapprove.....	12
Strongly disapprove.....	54
(Don't know/refused)	4
Total approve.....	30
Total disapprove.....	66
(ref:CANDAPP2)	

Q.10 As you know, there will be elections in November for president and other offices. On a scale of one to ten, with one meaning NOT AT ALL interested and ten meaning VERY INTERESTED, please tell me how interested you are in this year's elections?

	Total
10	81
9	6
8	7
7	2
6	1
5	2
4	1
3	0
2	0
1	1
(Don't know/refused)	-
10	81
8-10	94
6-10	97
1-5	3
(ref:INTEREST)	

Q.13 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.....	51
Lean Democrat Barack Obama.....	1
Republican John McCain	39
Lean Republican John McCain	2
Independent Ralph Nader	1
Lean Independent Ralph Nader	0
Libertarian Bob Barr	1
Lean Libertarian Bob Barr	0
Constitution Party/ Louisiana Taxpayer Party candidate Ron Paul.....	1
Lean Constitution Party/ Louisiana Taxpayer Party candidate Ron Paul	-
(Other candidate)	0
Lean (Other candidate)	0
(Undecided).....	1
(Refused).....	2
Total Democrat Barack Obama	52
Total Republican John McCain	41
Total Independent Ralph Nader	2
Total Libertarian Bob Barr	1
Total Constitution Party/Louisiana Taxpayer Party candidate Ron Paul	1
Total (Other candidate)	0
(ref:PRESEV/PRES083)	

[40 Respondents]

Q.15 (SKIP IF ALREADY VOTED IN CP3) (ASK ONLY IF PUNCH 4, 6, 7 OR 8 IN PRES083 OR PRES08B3) Well, if the election for president were held today and the candidates were Democrat Barack Obama and Republican John McCain, for whom would you vote?

	Total
Barack Obama	29
John McCain	30
(Undecided).....	5
(Other).....	17
(Refused).....	13
(Independent Ralph Nader).....	-
(Libertarian Bob Barr).....	-
(Constitution Party/ Louisiana Taxpayer Party candidate Ron Paul)	6
(ref:PRE2WAY)	

Two-way Presidential vote

	Total
Democrat Barack Obama.....	53
Republican John McCain	42
(Undecided/Refused/Other)	5
(ref:PRESEV/PRES083/PRE2WAY)	

Q.16 Now I'd like to ask you which presidential candidate's campaign has tried more to reach you in different ways, Barack Obama or John McCain.

	BO Much More	BO Smwt More	JM Smwt More	JM Much More	Both	Nei ther	DK Ref	Total BO	Total JM	BO - JM
[500 Respondents] 16 (SPLIT A) Received emails from the campaigns or other political organizations.....	17	5	4	8	4	57	5	26	16	10
[500 Respondents] 17 (SPLIT B) Received information through watching either advertisements or news stories on television	31	15	8	7	21	17	2	66	35	31
[500 Respondents] 18 (SPLIT A) Received campaign or candidate information on your cell phone or personal digital assistant.....	9	5	3	5	3	71	4	17	11	6
[500 Respondents] 19 (SPLIT B) Visited a campaign or candidate-sponsored website	15	8	4	8	8	52	5	31	20	11
[500 Respondents] 20 (SPLIT B) Received printed materials in the mail from the campaigns or another political organization	18	9	10	12	13	36	2	40	35	5
[500 Respondents] 21 (SPLIT A) Watched a campaign commercial on-line	16	7	3	3	8	56	7	31	15	16
[500 Respondents] 22 (SPLIT B) Spoken with someone who came to your door from one of the campaigns or another political organization	15	6	2	3	1	70	3	22	6	16

	BO Much More	BO Smwt More	JM Smwt More	JM Much More	Both	Nei ther	DK Ref	Total BO	Total JM	BO - JM
[500 Respondents]										
23 (SPLIT A) Received phone calls from the campaigns or other political organizations.....	17	9	8	11	7	44	3	34	26	8

	BO Much More	BO Smwt More	JM Smwt More	JM Much More	Both	Nei ther	DK Ref	Total BO	Total JM	BO - JM
[500 Respondents]										
24 (SPLIT A) Watched viral videos online from organizations other than the campaigns or news outlets	11	8	5	4	3	60	9	23	12	11
(ref:ASSOCAD3)										

Q.25 Now I'm going to read you some pairs of statements. After I read each pair, please tell me whether the FIRST or the SECOND statement comes closer to your own view, even if neither is exactly right.

	1st Stmt Strng	1st Not Strng	2nd Not Strng	2nd Stmt Strng	Both	Nei- ther	DK/ Ref	Total 1st Stmt	Total 2nd Stmt	1st - 2nd
25 For my vote in November, the economy and keeping the country prosperous is more important. OR For my vote in November, national security and keeping the country safe is more important.....	39	9	8	35	8	0	2	48	43	5

26 For my vote in November, cleaning up Washington and special interests and getting both parties to work together to get things done is more important. OR For my vote in November, national security and keeping the country safe is more important.....	39	9	7	37	7	1	2	47	44	4
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	1st Stmt Strng	1st Not Strng	2nd Not Strng	2nd Stmt Strng	Both	Nei- ther	DK/ Ref	Total 1st Stmt	Total 2nd Stmt	1st - 2nd
27 For my vote in November, the economy and keeping the country prosperous is more important. OR For my vote in November, cleaning up Washington and special interests and getting both parties to work together to get things done is more important.	37	10	7	40	5	0	1	47	47	0
28 I hope that Barack Obama is elected president in November because the Democrats already control the House of Representatives and the Senate and he will work effectively with them to get things done. OR I hope that John McCain is elected president in November because the Democrats already control the House of Representatives and the Senate and we need a Republican to provide balance to the Democratic agenda.	40	9	5	39	0	4	3	49	44	5
29 For my vote in November, it is more important to me that the candidate I vote for will bring the right kind of change to Washington. OR For my vote in November, it is more important to me that the candidate I vote for has the right experience.	53	9	5	28	2	0	2	63	33	29

	1st Stmt Strng	1st Not Strng	2nd Not Strng	2nd Stmt Strng	Both	Nei- ther	DK/ Ref	Total 1st Stmt	Total 2nd Stmt	1st - 2nd
30 For my vote in November, it is more important to me that the candidate I vote for will bring the right kind of change to Washington. OR For my vote in November, it is more important to me that the candidate I vote for will fight for people like me.....	44	9	8	31	3	1	2	54	40	14
31 For my vote in November, it is more important to me that the candidate I vote for will fight for people like me. OR For my vote in November, it is more important to me that the candidate I vote for has the right experience.	43	8	8	36	3	1	1	52	44	8
32 With the campaign almost over, I really want to hear what the candidates plan to do and their vision for the country. OR With the campaign almost over, I really want to know what kind of people the candidates listen to when making important decisions.....	44	11	10	29	3	1	2	55	39	15
33 I've made up my mind and I'm ready to cast my vote for president. OR I'm waiting until Election Day to finally decide who I'm voting for..... (ref:PRIORIT)	79	4	5	12	-	-	1	83	16	66

Q.34 Now I am going to read you a list of reasons to vote for John McCain. Please tell me which TWO of the following are the top reasons that would make you more likely to vote for John McCain on Election Day?

	Total
Has the experience to be commander in chief on day one .	28
Has a plan to stop our reliance on foreign oil by drilling here in America	20
Will extend recent tax cuts and keep taxes low for all Americans	18
Will put an end to earmarks and pork barrel spending.....	18
Will end the culture of corruption and lessen the influence of special interests.....	16
Will continue building on our recent successes in Iraq to achieve victory.....	14
Has an economic plan to stabilize the markets and our financial institutions	7
Provide a 5,000 dollar health care tax credit to every American so they can have choice in their coverage	6
Just can't vote for Barack Obama	6
To elect an independent leadership who can work with both parties to make the changes we need.....	5
(All)	20
(None)	6
(Don't know refused)	-
(ref:FINMCCAN)	

Q.35 Now I am going to read you a list of reasons to vote for Barack Obama. Please tell me which TWO of the following are the top reasons that would make you more likely to vote for Barack Obama on Election Day?

	Total
Will invest in renewable energy creating a new energy industry and five million green jobs	20
Will do something about health care costs and insurance companies	18
Will end the war in Iraq and redeploy our troops from Iraq to Afghanistan	18
Will end Bush's tax cuts for the wealthy and redirect those to the middle class.....	17
Will get the economy working for the middle class again....	17
Will bring the right kind of change to Washington and end the failed policies of the past eight years	13
Has a plan to give each college-bound student a tax credit in exchange for community service	11
Will work across the aisle, end the partisan bickering in Washington and unite the country.....	10
Has an economic plan to stabilize the markets and our financial institutions	9
Just can't vote for John McCain	4
(All)	20
(None)	5
(Don't know/refused)	-
(ref:FINBHO)	

Q.36 As you probably know it is likely that after the elections in November the Democrats will control both the House of Representatives and the Senate. If that is the case do you think that it would be better to have a Democratic president so that he can work with the Congress and get things done, a Republican president so that he can keep the Congress in check and provide some balance in the government, or does it not matter?

	Total
Democratic president so they can get things done	32
Republican president so he can keep the Congress in check.....	40
Does not matter.....	26
(Don't know/Refused).....	2
Democratic - Republican	-8
(ref:BALANCE)	

Q.37 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.....	26
Non-college post H.S.	1
Some college.....	25
College graduate.....	27
Post-graduate school	16
(Don't know/refused)	1
(ref:EDUC)	

Q.38 Generally speaking, do you think of yourself as a Democrat, a Republican or what?

	Total
Strong Democrat	27
Weak Democrat.....	12
Independent-lean Democrat.....	12
Independent	7
Independent-lean Republican	11
Weak Republican	9
Strong Republican.....	22
(Don't know/refused)	2
(ref:PTYID1)	

Q.41 Are you a member of a labor union?

	Total
Yes: Respondent belongs	13
Household member	7
No member belongs.....	79
(Don't know/Refused).....	1
(ref:UNION)	

Q.42 Are you married, single, separated, divorced, or widowed?

	Total
Married	66
Single	16
Separated/Divorced.....	9
Widowed.....	8
(Don't know/refused)	1
Sep/Div/Wid.....	17
(ref:MARITAL)	

Q.43 Do you have any children 18 years of age or younger living at home?

	Total
Yes	36
No.....	63
(Don't know/Refused).....	1
(ref:KIDS)	

Q.44 Thinking in political terms, would you say that you are Conservative, Moderate, or Liberal?

	Total
Liberal.....	17
Moderate	39
Conservative	41
(Don't know/refused)	4
(ref:IDEO1)	

Q.45 What is your religion?

	Total
Protestant.....	57
Catholic	22
Jewish	1
Muslim.....	0
(Don't know/refused)	19
(ref:RELIG1)	

[570 Respondents]

Q.46 (ASK IF PROTESTANT IN RELIG1) Which one of these words best describes your kind of Christianity -- fundamentalist, evangelical, charismatic, Pentecostal or moderate to liberal?

	Total
Fundamentalist.....	13
Evangelical	27
Charismatic/Pentecostal.....	9
Moderate to liberal.....	37
(Something else)	6
(Don't know/Refused).....	8
(ref:RELIG3)	

Q.47 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
Once or twice a month	15
Several times a year.....	14
Hardly ever	20
(Never)	4
(Don't know/Refused).....	4
More than/once a week	43
(ref:RELIG2)	

[908 Respondents]

Q.48 (ASK IF VOTED IN VOTE00) In the 2004 election for president, did you vote for Democrat John Kerry or Republican George Bush?

	Total
Democrat John Kerry	45
Republican George Bush	49
(Ralph Nader)	0
(Other candidate)	2
(Don't know/Refused)	4
(ref:VOTE2004)	

Q.49 As you know, there was an election for Congress and other offices in November 2006. Many people weren't able to vote. How about you? Were you able to vote or for some reason were you unable to vote?

	Total
Voted	79
Did not vote	17
(Can't remember/Don't know)	3
(Refused)	1
(ref:VOTE06)	

[788 Respondents]

Q.50 (ASK IF VOTED IN VOTE06) In the 2006 election for Congress, did you vote for (Democratic incumbent/candidate) or (Republican incumbent/candidate)?

	Total
House Democrat	41
House Republican	45
(Other candidate)	4
(Don't know/Refused)	10
(ref:VOTE2006)	

Q.51 What racial or ethnic group best describes you?

	Total
White	80
African-American or Black	8
Hispanic or Latino	6
Native American	1
Asian	1
(Other)	1
(Don't know/Refused)	3
(ref:RACETHN)	

Q.54 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 allow a reporter to have your responses on the questions and then possibly call you for a brief interview?

	Total
Yes	57
No	43
(ref:NPRFLW)	

Q.2 Record respondent's gender

	Total
Male.....	47
Female	53
(ref:GENDER)	

Q.5 In what year were you born?

	Total
18 - 24	5
25 - 29	6
30 - 34	10
35 - 39	8
40 - 44	8
45 - 49	12
50 - 54	10
55 - 59	8
60 - 64	9
Over 64.....	21
(No answer).....	2
(ref:AGE)	