

**TIME MAGAZINE/SRBI ELECTION 2004**  
**October 19-21, 2004**

Hello, I am \_\_\_\_\_ calling from the SRBI Public Affairs Research Center. We are conducting an opinion survey which will be in Time Magazine and we'd like to get the opinions of someone in your household about major issues. I'd like to ask a few questions of the YOUNGEST MALE, 18 years of age or older. [IF NO MALE, ASK: May I please speak with the OLDEST FEMALE, 18 years of age or older?]

**(TUESDAY / WEDNESDAY:)** MAKE CALLBACK APPOINTMENT for LATER TUESDAY/WEDNESDAY NIGHT OR THURSDAY NIGHT IF NECESSARY.

**(IF NECESSARY:)** This is for research purposes only. Let me assure you that this is not a sales call. The results of the poll will be published in Time magazine next week.

**(IF NECESSARY:)** Your answers are strictly confidential and will be analyzed in statistical form only.

- A. Gender (DO NOT ASK)
1. Male
  2. Female

1a. To begin with, there's going to be an election for President in November. How closely have you been following the race so far - very closely, somewhat closely, or not very closely?

1. Very closely
2. Somewhat closely
3. Not very closely
8. (VOL) Don't know
9. (VOL) Refused

2. These days, many people are so busy they can't find time to register to vote. Are you NOW registered to vote in your precinct or election district, or haven't you been able to register so far?

1. Yes, registered
2. No, not registered (**SKIP TO F1**)
3. (VOL) Registration not required to vote (*rare response*)
8. (VOL) Don't know (**SKIP TO F1**)
9. (VOL) Refused (**SKIP TO F1**)

2a. Some people are most always following what goes on in government and politics, whether there's an election or not. Others aren't that interested. Would you say you follow what's going on in government and politics most of the time, some of the time, only now and then, or hardly at all?

1. Most of the time
2. Some of the time
3. Only now and then
4. Hardly at all
8. (VOL) Don't know
9. (VOL) Refused

F10b. Thinking about the election for President in November, many people tell us they're NOT planning to vote or are not sure if they'll have the time. Do you yourself plan to vote in the election this November?

1. Yes
2. No
3. (VOL) Already voted (**SKIP TO Q.3A**)
8. (VOL) Don't know
9. (VOL) Refuse

F10c. I'd like you to rate your chance of voting in November on a scale of 1 to 10. If 10 represents a person who definitely will vote under any circumstances and 1 represents a person who definitely will not vote under any circumstances, where on this scale between 1 to 10 would you place yourself?

- \_\_\_\_\_ Rating  
98.(VOL) Don't know  
99.(VOL) Refuse

F10d. In just some states you may have already voted by mail or in some other way. Please tell me if you have already voted, or not.

1. Already voted
2. Have not
8. (VOL) Don't know
9. (VOL) Refused

3a. Suppose the 2004 election for President were being held today, and you had to choose between John Kerry and John Edwards, the Democrats, and George W. Bush and Dick Cheney (CHAY'nee) , the Republicans. For whom would you vote, Kerry and Edwards, or Bush and Cheney? (ROTATE KERRY AND BUSH)

1. John Kerry and John Edwards, the Democrats
2. George W. Bush and Dick Cheney, the Republicans
3. (VOL) Ralph Nader
4. (VOL) Other independent/third party candidates
8. (VOL) Don't know
9. (VOL) Refused

**ASK 3B IF DON'T KNOW IN Q.3A. ROTATE KERRY AND BUSH SAME AS IN Q.3a**

3b. Even though you haven't made up your mind yet, do you lean more toward supporting Kerry or Bush?

1. Kerry
2. Bush
3. (VOL) Ralph Nader
4. (VOL) Other independent/third party candidates
8. (VOL) Don't know
9. (VOL) Refused

**ROTATE KERRY AND BUSH SAME AS IN Q.3A. NADER ALWAYS LAST**

4a. Now suppose the 2004 election for President were being held today, and you had to choose between George W. Bush, the Republican; John Kerry, the Democrat; or Ralph Nader, running as an independent. For whom would you vote, Bush, Kerry, or Nader?

1. Kerry
2. Bush
3. Nader
4. (VOL) Other independent candidate
8. (VOL) Don't know
9. (VOL) Refused

**ASK IF DON'T KNOW IN Q.4A. ROTATE KERRY AND BUSH AS IN 4A. NADER ALWAYS LAST**

4b. Even though you haven't made up your mind yet, do you lean more toward supporting Bush, Kerry, or Nader?

1. Kerry
2. Bush
3. Nader
4. (VOL) Other
8. (VOL) Don't know
9. (VOL) Refused

(IF VOTE FOR BUSH/KERRY/OR NADER IN Q.4A, ASK Q.4C. OTHERS SKIP TO Q.4d.)

4c. Is there any chance that you might change your mind about voting for (NAME IN Q.4a) or not?

1. Chance
2. No Chance
8. (VOL) Don't know/ Not Sure
9. (VOL) Refused

4nd. How much difference will the outcome of the presidential election make to the country's well-being in the next four years-- a great deal of difference, some difference, or not much difference?

1. Great deal of difference
2. Some difference
3. Not Much difference
8. (VOL) Don't know
9. (VOL) Refused

4nd2. If the candidate you support loses the election, do you think it will make only some difference in the next four years or do you think it would have a major negative impact on the country.

1. Only some difference
2. Major negative impact
3. (VOL) Not much difference
8. (VOL) Don't know
9. (VOL) Refused

**Turning now to issues..**

6a. Which of the following issues is MOST important to you in deciding how you might vote for President in November - the economy, moral values issues, such as gay marriage and abortion, health care costs, the situation in Iraq, or the war on terrorism? (PROBE:) If you had to choose one? (ACCEPT ONLY ONE RESPONSE) (RANDOM ORDER)

1. The Economy
2. Moral Values issues, such as the gay marriage and abortion
3. Health care
4. The Situation in Iraq
5. The War on Terrorism
6. (VOL) Other issue
8. (VOL) Don't know
9. (VOL) Refused

6b. Which candidate, Bush or Kerry (ROTATE NAMES), do you trust more to handle each of the following areas? (RANDOMIZE AND READ EACH ITEM)

1. The Economy
2. Moral Values Issues, such as gay marriage and abortion
3. Health care
4. The Situation in Iraq
5. The War on Terrorism
6. Understanding the needs of people like yourself
7. Providing strong leadership in difficult times
8. Tax policy
9. Being commander-in-chief of the armed forces
10. Prevent the spread of weapons of mass destruction

RESPONSE CATEGORIES

1. Kerry
2. Bush
3. (VOL) Neither candidate
4. (VOL) Both candidates
8. (VOL) Don't know
9. (VOL) Refused

7. Please tell me if you have a favorable or unfavorable opinion of (READ EACH NAME) . If you don't have an opinion of this candidate, just let me know. (ROTATE BUSH/CHENEY WITH KERRY/EDWARDS)

1. John Kerry
3. George W. Bush

RESPONSE CATEGORIES

1. Favorable
2. Unfavorable
8. (VOL) Don't know
9. (VOL) Refused

9a. In general, do you approve or disapprove of the way President Bush is handling his job as President? (ACCEPT ONE RESPONSE).

1. Approve
2. Disapprove
8. (VOL) Don't know
9. (VOL) Refused

9na. Regardless of which candidate you support, do you approve or disapprove of the job President Bush and his administration has done in managing Iraq after the invasion?

1. Approve
2. Disapprove
8. (VOL) Don't know
9. (VOL) Refused

**Elections Module**

67. Turning now to election day next month, how worried are you that your own vote will NOT be counted accurately - very worried, somewhat worried, not very worried or not at all worried?

1. Very worried
2. Somewhat worried
3. Not very worried
4. Not at all worried
8. (VOL) Don't know
9. (VOL) Refused

68. How worried are you about each of the following (READ EACH ITEM) - very worried, somewhat worried, not very worried or not at all worried? (ROTATE)

- a. That the officials in your area will try to manipulate the vote counts to favor their candidate?
- b. That officials in other parts of the country will try to manipulate the vote counts to favor their candidate?
- c. That the courts may have to determine who won the Presidential election, as they did in the last election?

RESPONSE CATEGORIES

1. Very worried
2. Somewhat worried
3. Not Very worried
4. Not at all worried
8. (VOL) Don't know
9. (VOL) Refused

69. In your view, how worried are you that, because of possible vote fraud and problems in counting of the ballots, the President who takes office will not be the **legitimate** winner of the election - very likely, somewhat likely, not very likely, not at all likely?

1. Very worried
2. Somewhat worried
3. Not Very worried
4. Not at all worried
8. (VOL) Don't know
9. (VOL) Refused

70. What if the Presidential race winds up being determined again by the courts, as it was in last Presidential election? Would you trust the courts to determine the election winner, or not?

1. Trust
2. Not Trust
8. (VOL) Don't know
9. (VOL) Refused

71. In the Presidential election four years ago, Al Gore won the most popular votes, but George Bush won the presidency because he won the majority of the state votes cast in the Electoral College. Do you think we should keep the Electoral College, or should we amend the Constitution and elect as President whoever gets the most votes in the whole country?

1. Keep Electoral College
2. Amend Constitution
3. (VOL) Other
8. (VOL) Don't know
9. (VOL) Refused

72. Since all of the problems with counting ballots in the 2000 Presidential election, there have been many changes attempting to improve the accuracy of the vote count. How much progress do you think the country has made since 2000 in improving the accuracy of vote counting - a lot, some, not much, or not at all?

1. A lot
2. Some
3. Not much
4. Not at all
8. (VOL) Don't know
9. (VOL) Refused

73. Do you believe that the country has become more united or more divided in the past four years?

1. More united (SKIP TO Q.75 )
2. More divided
3. (VOL) Depends/mixed
8. (VOL) Don't know
9. (VOL) Refused

(SKIP Q. 74 IF MORE UNITED IN Q.73)

74. How much are each of the following to blame for dividing the country in the past four years -- a lot, some, or not much? (RANDOMIZE. READ EACH ITEM)

- a. the media
- b. George Bush
- c. Republican party politicians
- d. Democratic party politicians
- e. the President election four years ago, which was decided by the courts
- f. the Congress
- g. the Supreme Court

RESPONSE CATEGORIES

1. A Lot
2. Some
3. Not Much
8. (VOL) Don't Know
9. (VOL) Refuse

75. Which candidate for President, (ROTATE) George Bush or John Kerry, is most likely to unite the country more?

1. John Kerry
2. George Bush
3. (VOL) Neither
4. (VOL) Both
8. (VOL) Don't know
9. (VOL) Refused

76. Would you say that (ROTATE) George Bush/John Kerry has run a mostly positive campaign or a mostly negative campaign?

1. Mostly positive
2. Mostly negative
3. (VOL) mixed
8. (VOL) Don't know
9. (VOL) Refused

77. Do you feel that this year's political campaigns have been more positive than usual or more negative or about the same as always?

1. More positive
2. More negative
3. About the same as always
8. (VOL) Don't know
9. (VOL) Refused

**Demographics**

Next, just a few questions to help us classify your responses...

F1. What is your age? (READ LIST ONLY IF NECESSARY)

1. 18-24
2. 25-29
3. 30-34
4. 35-39
5. 40-44
6. 45-54
7. 55-64
8. 65 or older
9. (VOL) Refused

F2. What is the highest grade of schooling that you completed? (READ LIST ONLY IF NECESSARY)

1. 8th grade or less
2. Some high school
3. High school graduate
4. Some college
5. College graduate
6. Postgraduate study / law or medical school
9. (VOL) Refused

F3. Are you of Hispanic origin or descent?

1. Yes
2. No
9. (VOL) Refused

F4. What is your race? Are you White, Black, Asian, or something else?

1. White
2. Black
3. Asian
4. (VOL) Hispanic
5. (VOL) Other
9. (VOL) Refused/No Answer

F5. Could you please tell me how many adults age 18 or over currently live in your house or apartment?

- Range 1-97
- 98.(VOL) Don't Know
  - 99.(VOL) Refuse

F6. Aside from cell phones, how many telephone numbers does your house or apartment have that you receive calls on? Please include only numbers that you use for phone calls, not ones you use for computers or fax machines.

- Range 1-97
- 98.(VOL) Don't Know
  - 99.(VOL) Refuse

**(TERMINATE HERE IF Q.2 is "2" or "9" (NOT REGISTERED TO VOTE,DON'T KNOW/REFUSED: That concludes our survey. Thank you very much for your participation)**

F7. What is your marital status? (READ LIST)

1. Married
2. Single, never married
3. Divorced/Separated
4. Widowed
9. (VOL) Refused

F10e. There are elections every year or two in most places. How often would you say you vote in these elections - always, nearly always, sometimes but not always, or just once in a while? **(READ EACH ITEM)**.

1. Always
2. Nearly always
3. Sometimes, but not always, or
4. Just ever once in a while?
5. (VOL) Never vote
6. (VOL) Too young to vote before/age
8. (VOL) Don't know
9. (VOL) Refused

F10f. Would you say voting is ... (Read 1-4)

1. one of the most important responsibilities of being an American,
2. very important,
3. somewhat important
4. or not too important?
8. (VOL) Don't know
9. (VOL) Refused

F11. Do you recall if you voted in the Presidential election four years ago, between George W. Bush and Al Gore?

1. Yes, voted
2. No, did not vote
7. (VOL) Too young to vote/under 18 at that time
8. (VOL) Don't know/Don't Remember
9. (VOL) Refused

F7b- Generally speaking, do you usually think of yourself as (READ)

1. a Republican **(SKIP TO F15)**
2. a Democrat **(SKIP TO F15)**
3. an Independent
4. or something else? **(SKIP TO F15)**
8. (VOL) Don't know **(SKIP TO F15)**
9. (VOL) Refused **(SKIP TO F15)**

**(ASK IF INDEPENDENT; F7b=3)**

F7c. Do you lean more toward the Republican party or more toward the Democratic party?

1. Lean Republican
2. Lean Democratic
3. No, don't lean
8. (VOL) Don't know
9. (VOL) Refused

F15. Finally, just for classification purposes, was your total family income before taxes last year: (READ LIST) PROBE: Your best estimate is fine.

1. Less than \$20,000
2. \$20,000 to just under \$35,000
3. \$35,000 to just under \$50,000
4. \$50,000 to just under \$75,000
5. \$75,000 to just under \$100,000
6. or, \$100,000 or more
9. Refused

**THANK YOU FOR YOUR PARTICIPATION!**