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Draft 4

Study #3268

**TIME MAGAZINE/SRBI ELECTION 2004**  
**August 3-5, 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

**(A MINIMUM 44/56 SPLIT BETWEEN GENDERS IN EACH REGION)**

1. To begin with, there's going to be an election for President and other offices in November. How much thought have you given to the presidential election race thus far – quite a lot, some, not much, or none at all?

1. Quite a lot
2. Some
3. Not much
4. None at all
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)
- 8 (VOL.) Don't know (SKIP TO F1)
- 9 (VOL.) Refused (SKIP TO F1)

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
- (vol) 3. Ralph Nader
- (vol) 4. 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

**4c. (IF VOTE FOR BUSH/KERRY/OR NADER IN Q.4A, ASK Q.4C. OTHERS  
SKIP TO Q.5.)**

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

5. Which is more important in deciding who you will vote for President in November – your opinion of George Bush or your opinion of John Kerry?  
**(RECORD ONE ANSWER ONLY. ROTATE BUSH/KERRY)**

1. Your opinion of John Kerry
2. Your opinion of George Bush
8. (VOL.) Don't know
9. (VOL.) Refused

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

(SAME ORDER AS IN Q.6a)

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

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
2. John Edwards
  
3. George W. Bush
4. Dick Cheney

RESPONSE CATEGORIES

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

8a. Regardless of how you plan to vote, if (ROTATE: John Kerry/George Bush) were elected, would you trust him to lead the war against terrorism, or not?

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

Turning to some other issues...

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

1. Approve

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

10. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

- 1. Right direction
- 2. Wrong track
- 8. (VOL.) Don't know
- 9. (VOL.) Refused

11. In your opinion, do you think President Bush deserves to be re-elected to a second term, or do you think it is time for someone else to be president?

- Deserves to be re-elected
- Time for someone else
- 8. (VOL.) Don't know
- 9. (VOL.) Refused

12. Do you approve or disapprove of the job President Bush is doing in each of these areas? (READ AND RECORD ONE ANSWER FOR EACH. RANDOMIZE)

- A) Handling the economy
- B) His emphasis on moral values and religion
- C) Handling the situation in Iraq
- D) Handling the war on terrorism

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

12a. The 9/11 Commission has recommended reforms aimed at making the country safer from terrorism. In responding to the 9/11 Commission's recommendations, do you think that the Bush Administration so far has responded about right to the Commission's recommendations, not done enough, or has the Bush Administration gone too far, too fast in responding to the Commission?

- 1. About right
- 2. Not done enough

- 3. Gone too far
- 8. (VOL.) Don't know
- 9. (VOL.) Refused

13. Do you think the United States was right or wrong in going to war with Iraq?  
(TREND)

- 1. Right
- 2. Wrong
- 8. (VOL.) Don't know
- 9. (VOL.) Refused

13a. Do you think that the United States actions in Iraq have made the world safer or more dangerous?

- 1. Safer
- 2. More dangerous
- 3. (vol) Both
- 8. (VOL.) Don't know
- 9. (VOL.) Refused

### **TERRORISM MODULE**

14. How worried are you that there will be another terrorist attack on the United States in the next few months – very worried, somewhat worried, not very worried, or not worried at all? (TRACKING FROM PREVIOUS POLL)

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

15a. Do you think that the United States has made real progress in fighting terrorism since 9.11, or not?

- 1. Has made real progress
- 2. Has not
- 8. (VOL.) Don't know
- 9. (VOL.) Refused

15. How closely have you been following the various statements and warnings from the Homeland Security Department about terrorist threat levels – very closely, somewhat closely, not very closely, or not at all?

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

15b. How much confidence do you have in the government's terror alert system – a great deal, some, not much, or no confidence at all?

1. Great deal
2. Some
3. Not much
4. No confidence at all
8. (VOL.) Don't know
9. (VOL.) Refused

15c. The Department of Homeland Security just raised its terrorism threat level to "high" in New York and Washington, D.C. When the Department of Homeland Security raises its threat level, do you personally make an extra effort to be more careful about where you travel and what you do, or do you just go about your business as usual?

1. More careful
2. Business as usual
8. (vol) Don't know
9. (vol) Refused

16a. If there was a major terrorist attack on the United States before the November election, would this make you personally more likely to vote for George Bush, more likely to vote for John Kerry, or would it not have much impact on your vote?

1. More likely to vote for Kerry
2. More likely to vote for Bush
3. Not much impact
4. (vol) Other
8. (vol) Don't know
9. (vol) Refused

16b. And, if you had to guess, what impact do you think a major terrorist attack would have on the election overall? Do you think the country would be more likely to elect Bush, more likely to elect Kerry, or would it not have much impact on the election?

1. More likely to elect Kerry
2. More likely elect Bush
3. Not much impact
4. (vol) Other
8. (vol) Don't know
9. (vol) Refused

16c. Do you think that the Bush administration would ever use a terrorism alert for political reasons, or not?

1. Would use for political reasons
2. Would not
8. (vol) Don't know
9. (vol) Refused

17. Do you agree or disagree with the following: I want a President who is strong on terrorism. Not much else matters in my vote this year. (IF AGREE/DISAGREE:) Do you agree/disagree strongly or just somewhat?

1. Agree strongly
2. Agree somewhat
3. Disagree somewhat
4. Disagree strongly
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
99. (VOL.) Refused

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

1. 8<sup>th</sup> 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
8. (VOL.) Don't know
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?

Range1-97,  
98=dk  
99=ref

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.

Range1-97  
98 (Don't know)  
99 (Refused)

**(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

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

- 1 a Republican,
- 2 a Democrat,
- 3 an Independent
- 4 or something else?
- 8 (Don't know)
- 9 (Refused)

F8. Do you consider yourself to be very liberal, liberal, a moderate, conservative, or very conservative?

1. Very liberal
2. Liberal
3. Moderate
4. Conservative
5. Very conservative
6. (vol.) Other
8. (VOL.) Don't know
9. (VOL.) Refused

F10. Thinking about the election for President this November, many people tell us they're **not** planning to vote, would you say that you'll definitely vote in the November election, probably vote, probably not vote, definitely not vote, or aren't you really sure at this time whether you'll vote or not?

1. Definitely vote
2. Probably vote
3. Probably not vote
4. Definitely not vote
5. (VOL) Not sure at this time/don't know
8. (VOL) Don't know
9. (VOL) Refused

F11. Did you vote in the Presidential election four years ago, between George W. Bush and Al Gore?

1. Yes, voted
2. No, did not vote
8. (VOL.) Don't know/Don't Remember
9. (VOL.) Refused

F12. Regardless of how you feel today, did you vote for Bush or Gore four years ago?

1. Gore
2. Bush
3. (VOL)Nader
4. Other candidate
8. (VOL.) Don't know/Don't Remember
9. (VOL.) Refused

F14. Do you consider yourself an evangelical (ee-van-gel-ical) or born-again Christian?

1. Yes
2. No
8. Don't know
9. 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
8. Don't know
9. Refused

**THANK YOU FOR YOUR PARTICIPATION!**