

LOCAL MAYOR STUDY
Questionnaire Draft 1

CONFIDENTIAL

Field Dates: October 18-19

Margin of Error = \pm 2.96%

N = 500 Likely Voters

Hello, I'm __ of __ Research, a national research firm. We're talking with you like to ask you a few questions on a confidential basis. We are not attempting your participation result in any calls in the future to sell you anything. Before you a few questions about yourself, just to be sure we have a representative

Trended Interview Schedules: Interview schedules can be shown with data from previous studies allowing for comparisons time.

D1. In what year were you born?

<u>6/08</u>	<u>9/08</u>	<u>10/08</u>	
6%	3%	2%	18 - 24
6%	7%	6%	25 - 34
17%	14%	19%	35 - 44
29%	31%	29%	45 - 54
19%	20%	25%	55 - 64
20%	20%	20%	65 AND ABOVE
3%	4%	--	REFUSED

A. Are you registered to vote at this address?

100% YES

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

100% NO

C. How likely would you say you are to vote in the November election for Mayor later this year?

<u>6/08</u>	<u>9/08</u>	<u>10/08</u>	
86%	92%	95%	VERY LIKELY
14%	8%	5%	SOMEWHAT LIKELY

1. 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>6/08</u>	<u>9/08</u>	<u>10/08</u>	
36%	37%	41%	RIGHT DIRECTION
51%	50%	53%	WRONG TRACK
12%	12%	6%	NO OPINION
1%	1%	--	REFUSED

Standard Trended

Questions: Questions that have trend are shown like the other questions except there are additional columns for the trended data. The oldest data is shown at the left margin and the columns get progressively newer as you move right.

Thinking ahead to the elections in November...

2. If the election for mayor were being held today, for whom would you vote?
the Republican candidate
.... OR
the Democratic candidate

...for Congress from this district?

48%	REPUBLICAN CANDIDATE
39%	DEMOCRAT CANDIDATE
11%	NOT SURE/UNDECIDED
2%	REFUSED

And, thinking about politics in Washington...

3. Do you approve or disapprove of the job the President is doing?

30%	STRONGLY APPROVE
18%	SOMEWHAT APPROVE
11%	SOMEWHAT DISAPPROVE
39%	STRONGLY DISAPPROVE

2%	DON'T KNOW
--	REFUSED

48%	TOTAL APPROVE
50%	TOTAL DISAPPROVE

Now, I would like to read you a list of names of different people active in politics here in town. 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 mention someone you don't know too much about, just tell me and we'll go on to the next one.

	TOT FAV	TOT UNFAV	STRG FAV	SMWT FAV	SMWT UNFAV	STRG UNFAV	HRD OF/ NO OPIN	NVR HRD	REF
4. John Doe									
10/08	54%	32%	35%	19%	8%	24%	10%	3%	*
9/08	49%	36%	28%	21%	11%	24%	10%	5%	--
6/08	53%	26%	28%	25%	5%	21%	14%	6%	1%
5. Robert Walker									
10/08	27%	15%	10%	17%	8%	7%	27%	30%	--
9/08	17%	9%	7%	10%	7%	3%	28%	46%	--
6/08	6%	3%	2%	4%	2%	1%			

6. And, do you think Robert Walker has performed his job well in the election, or do you think it's time to give a new person a chance?

9/08	10/08	
34%	40%	DEFINITELY RE-ELECT
12%	14%	PROBABLY RE-ELECT
15%	11%	PROBABLY A NEW PERSON
26%	25%	DEFINITELY A NEW PERSON
13%	10%	DON'T KNOW/DEPENDS
1%	*	REFUSED
46%	54%	TOTAL RE-ELECT
40%	36%	TOTAL NEW PERSON

Series Trended Questions:

Questions that are a series and have trend are shown with the data in rows. The rows go from top to bottom with the top row the newest and the bottom row the oldest.

7. And, if the election for mayor were being held today, for whom would you vote if the candidates were...

John Doe, Republican

...and...

Robert Walker, Democrat

<u>6/08</u>	<u>10/08</u>	
39%	43%	DEFINITELY WALKER
14%	12%	PROBABLY WALKER
--	1%	LEAN WALKER
15%	5%	HARD UNDECIDED
--	1%	LEAN DOE
10%	8%	PROBABLY DOE
21%	28%	DEFINITELY DOE
1%	3%	REFUSED
54%	56%	TOTAL WALKER
30%	36%	TOTAL DOE

Data Set Skip Dates:
Not all questions are asked in every study. Questions which have trend in one previous study but not another only show the trended data if applicable.

D2. And are you registered to vote as...

a Republican,

a Democrat,

an Independent, or something else?

<u>9/08</u>	<u>10/08</u>	
31%	34%	STRONG DEMOCRAT
17%	14%	NOT-SO-STRONG DEMOCRAT
7%	25%	SOMETHING ELSE/INDEPENDENT
10%	8%	NOT-SO-STRONG REPUBLICAN
16%	18%	STRONG REPUBLICAN
2%	1%	REFUSED
48%	48%	TOTAL DEMOCRAT
26%	26%	TOTAL REPUBLICAN

D3. Generally speaking, do you consider yourself to be conservative, moderate ...or... liberal on most issues?

<u>9/08</u>	<u>10/08</u>	
39%	40%	CONSERVATIVE
45%	43%	MODERATE
13%	16%	LIBERAL
3%	2%	DON'T KNOW
1%	*	REFUSED
58%	58%	TOTAL MODERATE/LIBERAL

Sample Trend:
Demographic or sample data may be shown as well in the interview schedules.

D5. And what was the last level of education you COMPLETE

<u>9/08</u>	<u>10/08</u>	
12%	13%	GRADUATED HIGH SCHOOL OR L
2%	1%	TECHNICAL OR VOCATIONAL SCH
21%	21%	SOME COLLEGE
42%	34%	GRADUATED COLLEGE
23%	32%	GRADUATE/PROFESSIONAL SCHOOL
1%	--	REFUSED
23%	22%	SOME COLLEGE
65%	65%	COLLEGE+

D6. Gender.

<u>6/08</u>	<u>9/08</u>	<u>10/08</u>	
48%	48%	48%	MALE
52%	52%	52%	FEMALE