



MASTER QUESTIONNAIRE

12.5 min n=700 FL Statewide

October 10-15, 2008 JOB# 3714

Hello, my name is (first & last name) from National Research. We are conducting a poll of people's opinions toward public affairs and current events and this number was selected at random. According to the research procedure, I have to speak to the youngest _____ in the household who is 18 and over and at home. (Go to QA.)

Gender: (DON'T ASK, JUST RECORD)				May I ask your religious preference – is it Protestant, Catholic, or Jewish? (IF PROTESTANT) What particular denomination is that?	
Male.....	46			PROTESTANT: Methodist, Presbyterian	
Female	54			Episcopalian, Lutheran, Unitarian, etc	23
Could you please tell me--is your age: (READ LIST)				PROTESTANT: Baptist	16
Under 30.....	9	50-54.....	8	PROTESTANT: AME, Church of Christ	
30-34.....	5	55-59.....	9	Pentecostal, Church of God, and other	
35-39.....	6	60-64.....	12	fundamentalist	8
40-44.....	8	65-69.....	10	CATHOLIC.....	26
45-49.....	12	70+.....	20	JEWISH	4
		(VOL) DK/RF.....	*	OTHER	10
And what was the last grade you completed in school? (IF PRESENTLY IN GRADUATE SCHOOL, RECORD "COLLEGE GRAD")				NONE/REFUSE/DON'T KNOW.....	13
0-11 th grades	4			And just to make sure we have a representative sample, would you please tell me whether you are from a Hispanic, Latino, or Spanish speaking background? (IF NO) What is your race – white, black, Asian, Native American, or something else?	
12 (high school graduate).....	22			White	74
12 + (business school or some college	28			Black	12
College graduate.....	29			Hispanic (Puerto Rican, Mexican, Cuban, etc).....	11
Graduate/Professional degree.....	16			Asian	*
Don't know/Refuse.....	1			Native American	*
Language of Interview:				Other	2
English.....	97			Don't know/Refuse.....	1
Spanish	3				

- A. Are you registered to vote at this address in Florida? **(IF YES)** Are you actually registered as a Democrat, a Republican, or something else? **(RESPONDENT MUST BE REGISTERED TO VOTE -- TERMINATE ALL OTHERS)**
- YES: Registered Democrat..... 44
 - YES: Registered: Republican
 - YES: Registered: Independent/something else..... 13
 - NO: Not Registered – **TERMINATE**
 - Don't know/Refuse – **TERMINATE**.....
- B. As you know, there will be a general election for President and U.S. Congress, as well as local offices, this November. As things stand now, how likely are you to vote in this election - almost certain, 50-50, or might you not get a chance to vote? **(RESPONDENT MUST BE "CERTAIN" OR "50-50" TO VOTE -- TERMINATE ALL OTHERS)**
- Certain
 - 50-50.....
 - Might Not –**TERMINATE**
 - Don't know /Refuse – **TERMINATE**.....

(ROTATE Q1a and Q1b)

1a.	{And/Generally speaking,} do you think the United States is moving in the right direction, or do you think that things are off track and moving in the wrong direction?	
	Right direction	13
	(VOL) Mixed.....	5
	Wrong direction.....	75
	Don't know/Refuse.....	7
1b.	{And/Generally speaking,} do you think that Florida is moving in the right direction, or do you think that things are off track and moving in the wrong direction?	
	Right direction	37
	(VOL) Mixed.....	6
	Wrong direction.....	45
	Don't know/Refuse.....	11
2.	Which concerns you the most, (RANDOMIZE CHOICES) the country's moral decline, the country's economic uncertainty or the country's national security?	
	Moral decline.....	17
	Economic uncertainty	54
	National security	13
	(DO NOT READ) All/none	14
	(DO NOT READ) Don't know/refuse	1

3. Now, thinking about people in public life, how would you rate how **(READ ITEM)** -- excellent, good, not so good, or poor? **[REPEAT FOR EACH]**

	(RANDOMIZE)					
		<u>EXCEL- LENT</u>	<u>GOOD</u>	<u>(VOL) DON'T KNOW</u>	<u>NOT SO GOOD</u>	<u>POOR</u>
a.	Charlie Crist is handling his job as Governor	13	57	5	18	7
b.	Mel Martinez is handling his job as U.S. Senator	6	45	19	20	11



4. I'd like to ask you your impressions of some people in public life. As I read each one, just tell me whether you have a very favorable opinion of that person, a somewhat favorable opinion, a somewhat unfavorable opinion, or a very unfavorable opinion. If you don't recognize them, just say so. Here's the first one.... **(REPEAT RESPONSES)**

(RANDOMIZE)

		<u>VERY FAV.</u>	<u>S'WHAT FAV.</u>	<u>(VOL) A LITTLE OF BOTH</u>	<u>S'WHAT UNFAV</u>	<u>VERY UNFAV</u>	<u>RECOGNIZE NAME, BUT CAN'T RATE</u>	<u>DON'T RECOGNIZE</u>
a.	Barack Obama	36	19	1	13	30	2	-
b.	John McCain	27	31	1	17	23	1	-
c.	Sarah Palin	32	19	*	12	33	2	1
d.	Mel Martinez	11	43	*	20	9	11	7
e.	Charlie Crist	26	50	1	13	7	3	1
f.	Bill Nelson	17	35	1	14	8	10	15

5. As you may know, in Florida, you may vote early with an absentee ballot by mail. Have you already voted in the general election?
 Yes 10
 No **(SKIP TO Q6)**..... 90
 Don't know (VOL) **(SKIP TO Q6)** -

5a. (IF YES in Q5) (n=69) Who did you vote for in the election for President- (READ and ROTATE LIST)?	Barack Obama, the Democrat..... 45 John McCain, the Republican 43 Bob Barr, the Libertarian - Cynthia McKinney, the Green Party - Ralph Nader, an Independent..... - (VOL) other - (VOL) Don't know/RF 12
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6. The candidates in the general election for President this November are **(READ AND ROTATE LIST)** -- who do you think you will support? **(IF UNDECIDED)** Well, which one do you lean toward at this time?

	Not Yet Voted n=631	Total Sample n=700
Barack Obama, the Democrat	48	47
John McCain, the Republican.....	44	43
Bob Barr, the Libertarian.....	1	1
Cynthia McKinney, the Green Party	*	*
Ralph Nader, an Independent.....	1	1
(DO NOT READ) Other	1	1
(DO NOT READ) Undecided	6	7



Now, I would like to ask you some questions about the 2010 election.

(RANDOMIZE Q7-Q9)

7. Suppose the 2010 election for US Senate were held today, would you vote to re-elect Republican Mel Martinez, or would you vote for the Democratic candidate? **[IF UNDECIDED]** Well, which one do you lean toward at this time?
- Re-elect Republican Mel Martinez..... 44
 - The Democratic candidate..... 40
 - Undecided..... 16
8. Suppose the 2010 election for Governor were held today, would you vote to re-elect Republican Charlie Crist, or would you vote for the Democratic candidate? **[IF UNDECIDED]** Well, which one do you lean toward at this time?
- Re-elect Republican Charlie Crist..... 52
 - The Democratic candidate..... 34
 - Undecided..... 14
10. Which of the following is a greater concern to you -- **(READ AND ROTATE ITEMS)**?
- Rising gas and food prices because of the cost of oil 34
 - Or
 - The falling value of homes and investments because of the mortgage and banking crisis 50
 - (DO NOT READ)** Both/Neither 14
 - (DO NOT READ)** Don't know/refuse 1
11. Which of the following statements is closest to your own opinion about the federal government's recently passed plan to help struggling financial markets by offering \$700 billion dollars in assistance ... **(READ AND ROTATE)**?
- The plan to help the banking industry is NECESSARY because it will stabilize the economy, protect retirement investments and make sure small businesses and homeowners can get loans, while also punishing executives who broke the law..... 50
 - OR
 - The plan to help the banking industry is NOT NECESSARY because it is a blank check for Wall Street, with no guarantees it will work, and does nothing to help homeowners or crack down on the practices that caused these problems in the first place 38
 - (DO NOT READ)** Both..... 3
 - (DO NOT READ)** Neither 4
 - (DO NOT READ)** Don't know/refuse 6



Now I would like to ask you some questions to make sure we have all kinds of people in our survey.

16. Generally speaking, do you consider yourself a Democrat, Republican, or an Independent? **(IF IND)** Well, which party do you normally support in elections- the Democrats or the Republicans? **(IF DEM/REP)** Would you say you are a strong **(Democrat/Republican)** or not a very strong **(Democrat/Republican)**?

Strong Democrat.....	26
Democrat (Not strong)	11
Independent/Democrat	7
Independent.....	12
Independent/Republican	8
Republican (Not strong).....	8
Strong Republican	26
Other	1
Don't know	1

17. Some people live paycheck to paycheck, which means just being able to pay regular bills and necessary expenses from each paycheck with almost nothing left over for savings. How often, if ever, do you and your family live from paycheck to paycheck--always, most of the time, sometimes, hardly ever, or never?

Always.....	19
Most of the time	15
Sometimes.....	21
Hardly ever	18
Never	25
(VOL) Does not apply, don't know/refuse.....	3

(RANDOMIZE Q18 & Q19)

18. {Switching subjects/And}, how often would you say you shop at Wal-Mart – almost every day, a couple of times a week, a couple of times a month, a couple of times a year, or almost never?

Almost every day	2
A couple of times a week.....	26
A couple of times a month	40
A couple of times a year	16
Almost never	11
(VOL) Never	5
Don't know/Refuse.....	*

19. {Switching subjects/And}, how often would you say you go to Starbucks – almost every day, a couple of times a week, a couple of times a month, a couple of times a year, or almost never?

Almost every day	2
A couple of times a week.....	3
A couple of times a month	9
A couple of times a year	16
Almost never	31
(VOL) Never	39
Don't know/Refuse.....	1

GO TO DEMOGRAPHICS ON FRONT PAGE.



REGION: (FROM SAMPLE)

Miami	19
Orlando	20
Panhandle/Northeast	19
South Central	17
Tampa	25