



Public Affairs Profile 2005

May 2005

- Study Details -

Note: This page may be removed when the questionnaire is sent to the client. However, it must exist in the version sent to Operations.

SNO	
Survey Name	Public Affairs Profile 2005
Client Name	Knowledge Networks
Great Plains Project Number	OP001
Project Director Name	Kumar Rao
Team/Area Name	OST/Statistics

Sample Criteria	All active adult panel members.
Samvar	None—do not include standard demos.
Specified Pre-coding Required	
Timing Template Required	
Multi-Media	
Incentive	
Disposition Information (Provide exact descriptions with reference to question numbers and answer list responses for all groups that daily counts are desired)	

Note: The change request log can be deleted, if you do not require it.

Change Request Log (Operations Please Disregard) Note: Do not change Question numbers after Version 1; to add new question, use alpha characters (e.g., 3a, 3b, 3c)					
Author	Ver- sion	Description of Change (Q#, plus change)	Approval Name	Date Apprv'd	Com- pleted (Y/N)



Public Affairs Profile 2005

January 2005

- Questionnaire -

[DISPLAY]

Sometimes, we may send you surveys that seem similar to ones that you have already filled out. There are several reasons that this may occur:

- Questions may seem the same but are actually asking slightly different things.
- We are updating information that we have previously asked you about.
- We are conducting internal research to improve how we present surveys in the future.

If some of the questions in this survey seem familiar to you, please complete it to the best of your ability. If you like, feel free to note the similarity in the comment box at the end of the survey.

There are no right or wrong answers and please answer each question to the best of your ability. If you don't know the answers to certain questions, you can skip them to indicate "Don't know" or "No opinion".

[DISPLAY]

This survey is about your involvement with your family, community, and political affairs

PROMPT ONCE.

[SP]

Q1. Do you feel things in this country...

Are generally going in the right direction 1
Have gotten off on the wrong track..... 2

PROMPT ONCE.

[SP]

[RANDOMIZE]

Q2. In your opinion, what is the most important issue facing the U.S. today?

Taxes
Education
War on terrorism
Situation in Iraq
Economy/Jobs
Moral issues

Healthcare

Other (please specify: _____)

[SP]

Q3. Are you currently registered to vote?

Yes, I am registered to vote at my present
address 1
Yes, I am registered to vote at a different
address 2
No, I am not registered to vote 3
Not sure 4

PROMPT ONCE.

ASK Q4 IF “NO, I AM NOT REGISTERED TO VOTE” OR “NOT SURE” OR SKIP AT Q3, OTHERWISE SKIP TO Q5.

[SP]

Q4. Have you ever been registered to vote?

Yes 1
No 2
Not sure 3

ASK Q5 IF 1 OR 2 AT Q3 OR “YES” AT Q4, OTHERWISE SKIP TO Q7.

[SP]

Q5. In talking to people about elections, we often find that a lot of people were not able to vote because they weren't registered, they were sick, or they just didn't have time.

Did you happen to vote in the 2004 presidential election?

Yes 1
No 2

ASK Q6 IF “YES” AT Q5, OTHERWISE SKIP TO Q7.

[SP]

Q6. Which candidate did you vote for in the 2004 Presidential election?

John Kerry (Democrat) 1
George W. Bush (Republican) 2
Ralph Nader (Green) 3
Another candidate, please specify: _____ 4.

ASK Q6B IF 1 OR 2 AT Q3 OR “YES” AT Q4, OTHERWISE SKIP TO Q7.

[SP]

Q6b. Did you happen to vote in the 2006 Congressional election?

Yes 1
 No 2

ASK Q6C IF “YES” AT Q6B, OTHERWISE SKIP TO Q7.

Rotate 1st and 2nd items in RLST

[SP]

Q6c. Which candidate did you vote for in your Congressional district in 2006?

The Democratic candidate..... 1
 The Republican candidate..... 2
 A candidate from another party 3

[SP]

Q7. Generally speaking, do you think of yourself as a...

Republican..... 1
 Democrat 2
 Independent..... 3
 Another party, please specify: _____ 4
 No preference..... 5

PROMPT ONCE.

ASK Q8 IF “REPUBLICAN” AT Q7.

[SP]

Q8. Would you call yourself a...

Strong Republican 1
 Not very strong Republican 2

ASK Q9 IF “DEMOCRAT” AT Q7.

[SP]

Q9. Would you call yourself a...

Strong Democrat 1
 Not very strong Democrat..... 2

ASK Q10 IF “INDEPENDENT”, “ANOTHER PARTY”, OR “NO PREFERENCE” OR SKIP AT Q7.

[SP]

Q10. Do you think of yourself as closer to the...

Republican Party 1
 Democratic Party 2

[SP]

Q11. In general, do you think of yourself as...

Extremely liberal	1
Liberal.....	2
Slightly liberal	3
Moderate, middle of the road.....	4
Slightly conservative	5
Conservative.....	6
Extremely conservative	7

[SP]

Q12. Please rate your feelings towards George W. Bush. Is your overall impression of him...

Favorable.....	1
Somewhat favorable.....	2
Somewhat unfavorable.....	3
Unfavorable	4

[SP]

Q13. Do you approve or disapprove of the way George W. Bush is handling his job as President?

Strongly approve	1
Approve	2
Disapprove	3
Strongly disapprove.....	4

[GRID – SP BY ROW]

Q14. Do you approve or disapprove of the way George W. Bush is handling each of these issues?

	Approve	Disapprove	
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[RANDOMIZE RESPONSE LIST]

The economy
 Foreign affairs
 The situation in Iraq
 Healthcare policies
 Taxes
 Education
 Homeland security

PROMPT ONCE.

[GRID – SP BY ROW]

Q15. Do you think George W. Bush has spent too much time, not enough time, or the right amount of time dealing with each of these issues?

	Too much time	Not enough time	Right amount of time
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[RANDOMIZE RESPONSE LIST]

Foreign policy problems
 Economic problems
 Domestic policy problems (i.e., problems in the US)
 Improving our security at home since the 9/11 attacks

[SP]

Q16. In general, how interested are you in politics and public affairs?

Very interested 1
 Somewhat interested..... 2
 Slightly interested 3
 Not at all interested..... 4

[MP]

Q17. Are you personally acquainted with any of the following people? That is, if you met or called the person, would he or she recognize you or your name?

A current member of the US Congress or
 Senate..... 1
 A current member of your state legislature..... 2
 A local government official..... 3
 A reporter/editor for a local newspaper,
 radio or TV station..... 4
 None of these **[SINGLE SELECT]** 5

[GRID – SP ACROSS]

Q18. Do you agree or disagree with the following statements about political affairs in this country?

[RANDOMIZE]

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
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Most public officials are not really interested in the
 problems of the average person
 It is a citizen's duty to serve on a jury even if it
 interferes with his/her private life
 It is a citizen's duty to report a crime even if it might
 put him or her in some jeopardy
 It is a citizen's duty to pay taxes even if they seem
 unfair or too high
 Someone like me can't really influence government
 decisions
 It is a citizen's duty to keep informed about politics
 even if it is time-consuming

[GRID; SP ACROSS]

Q19. How often do you...

	Three times a week or more	Every week or almost every week	One to three times a month	Less than once a month	Never
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Watch national network news programs such as NBC Nightly News, ABC World News Tonight, or The CBS Evening News?

Watch local news programs on television?

Watch cable news networks such as CNN, MSNBC, or Fox News?

Search for news on the Internet?

[GRID - SP BY ROW]

Q20. How often do you watch each of these nightly political programs?

	Every night or almost every night	A few times a week	Occasionally	Never
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Hardball with Chris Matthews on MSNBC or CNBC

Fox News' The O'Reilly Factor

CNN's The Situation Room with Wolf Blitzer

PBS' The News Hour with Jim Lehrer

Comedy Central's The Daily Show with Jon Stewart

[GRID - SP BY ROW]

Q21. How often do you watch each of these weekly political news programs?

		Every week or almost every week	One to three times a month	Less than once a month	Never
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NBC's Meet the Press

CBS' Face the Nation

ABC's This Week

CNN's Late Edition with Wolf Blitzer

The McLaughlin Group

Fox News Sunday

[DISPLAY]

The next two questions are personal and it is completely understandable if you do not feel comfortable answering them. If this is the case, please indicate that.

[SP]

Q22. Do you have any friends or relatives who you know to be gay, lesbian, or bisexual?

Yes, friends..... 1
 Yes, relatives 2
 Yes, both 3
 No 4
 I would prefer to not answer this question 3

[SP]

Q23. Are you yourself gay, lesbian, or bisexual?

Yes 1
 No 2
 I would prefer to not answer this question 3

[DISPLAY]

The last set of questions is about organizations that you may belong to and other ways you may be involved in your community.

[SP]

Q24. Are you a member of a labor union?

Yes 1
 No 2
 Don't know 3

[SP]

Q25. Have you ever served on active duty in the U.S. Armed Forces, Military Reserves, or National Guard?

Please note that active duty does not include training for the Reserves or National Guard, but does include activation, for example, for the Persian Gulf War.

I am now on active duty 1
 I was on active duty in the past, but not now 2
 I have trained for the Reserves or National Guard, but have never been activated 3
 I have never served in the military 4

[SP]

Q26a.

Would you describe yourself as a born-again or evangelical Christian?

Yes

No

[SP]

Q26. What is your religion?

[Do NOT ROTATE]

Baptist—any denomination.....	1
Protestant (e.g., Methodist, Lutheran, Presbyterian, Episcopal)	2
Catholic.....	3
Mormon	4
Jewish.....	5
Muslim	6
Hindu	7
Buddhist.....	8
Pentecostal.....	9
Eastern Orthodox	10
Other Christian	11
Other non-Christian, please specify: _____ ...	12
None	13

ASK Q27 IF Q26 IS NOT “NONE”.

[SP]

Q27. How often do you attend religious services?

More than once a week	1
Once a week.....	2
Once or twice a month.....	3
A few times a year	4
Once a year or less	5
Never	6

[MP]

Q28. Do you actively participate in any of the following types of organizations or groups?

[RANDOMIZE ALL EXCEPT “NONE OF THESE”].

Service club or fraternal organization (e.g., Elks, Rotary).....	1
Veterans group	2
Religious group.....	3
Senior citizen's center or group	4
Women's group	5
None of these [SINGLE SELECT]	6

[MP]

Q29. How about any of these types of organizations or groups?

[RANDOMIZE ALL EXCEPT “NONE OF THESE”].

Issue-oriented political organization	1
Non-partisan civic organization	2
School club or association.....	3
Hobby, sports team, or youth group	4
Neighborhood association or community group	5
Group representing racial/ethnic interests.....	6
None of these [SINGLE SELECT]	7

[MP]

Q30. People may be involved in their communities in many different ways. In the past 12 months, have you...

[RANDOMIZE ALL EXCEPT "NONE OF THESE"].

Attended a PTA/ school group meeting.....	1
Attended a community group meeting.....	2
Donated blood	3
Given money to a charity	4
Worked for a charity or your church	5
None of these [SINGLE SELECT]	6

[MP]

Q31. People may also be involved in civic and political activities. In the past 12 months, have you...

[RANDOMIZE ALL EXCEPT "NONE OF THESE"]

Attended a political protest or rally	1
Contacted a government official	2
Worked for a campaign	3
Given money to a campaign.....	4
Worked with others in your community to solve a problem.....	5
Served on a community board.....	6
Written a "letter to the editor"	7
Held a publicly elected office	8
None of these [SINGLE SELECT]	9

[MP]

Q32. Many people also work to improve the environment. In the past 12 months, have you

[RANDOMIZE ALL EXCEPT "NONE OF THESE"]

Given money to an environmental organization.....	1
Contributed time or expertise to an environmental group	2
Recycled your newspapers or other papers	3
Recycled your cans	4
Recycled your glass	5
Recycled your plastic.....	6
Purchased a product specifically because it was made from recycled materials	7
Taken steps to reduce your use of energy (oil, gasoline, electricity)	8
Other.....	9
None of these [SINGLE SELECT]	10

[SP]

Q33. Would you describe yourself as an environmentalist?

Yes, definitely	1
Yes, somewhat	2
No	3

[SP]

Q34. Do you happen to have in your home or garage any guns or revolvers?

Yes 1

No 2

[MP]**[IF Q34=1]**

Q35. Is it a pistol, shotgun, rifle, or another type of gun?

Pistol..... 1

Shotgun 2

Rifle 3

Other (please specify) 4

[SP]**[IF Q34=1]**

Q36. Do any of these guns personally belong to you?

Yes 1

No 2