

September 8-19, 2004

1250 Unmarried Women, Age 18-64 [800 Weighted]

WVWV – 12 STATE SURVEY  
FREQUENCY QUESTIONNAIRE

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Q.3 In what year were you born?

	<b>Total</b>
18 - 24 .....	15
25 - 29 .....	12
30 - 34 .....	10
35 - 39 .....	10
40 - 44 .....	9
45 - 49 .....	11
50 - 54 .....	10
55 - 59 .....	11
60 - 64 .....	11
Over 64.....	-
(No answer).....	-
(ref:AGE)	

Q.4 Are you married, single, separated, divorced, or widowed?

	<b>Total</b>
Married.....	-
Single .....	56
Separated/divorced.....	34
Widowed .....	9
(Don't know/refused).....	1
(ref:MARITAL)	

Q.5 Do you have any children 18 years of age or younger living at home?

	<b>Total</b>
Yes .....	30
No.....	70
(Don't know/refused).....	0
(ref:KIDS)	

Q.6 First of all, are you registered to vote at this address?

	<b>Total</b>
Yes .....	100
No.....	-
(ref:SCREEN1)	

Q.7 Many people weren't able to vote in the 2000 election for President between George W. Bush, Al Gore, and Ralph Nader. How about you? Were you able to vote, or for some reason were you unable to vote?

	<b>Total</b>
Voted.....	80
Ineligible/too young .....	6
Did not vote.....	13
Cannot vote (not a citizen) .....	0
(Can't remember/Don't know/Refused).....	0
(ref:VOTE00)	

Q.8 As you know, there was an election for Congress and other offices in 2002. Many people weren't able to vote. How about you? Were you able to vote or for some reason were you unable to vote?

	<b>Total</b>
Voted.....	72
Did not vote.....	25
(Can't remember/Don't know) .....	3
(Refused).....	-
(ref:VOTE02)	

Q.9 As you know, there will be an election for president this year. How likely are you to vote in the Presidential election this year, on a scale of 1 to 10, where 10 means you are absolutely certain to vote and 1 means you are certain not to vote?

	<b>Total</b>
1.....	2
2.....	0
3.....	1
4.....	0
5.....	2
6.....	1
7.....	1
8.....	3
9.....	4
10.....	86
Don't know/Refused.....	0
<b>10.....</b>	<b>86</b>
<b>8-10 .....</b>	<b>93</b>
<b>6-10 .....</b>	<b>95</b>
<b>1-5 .....</b>	<b>5</b>
(ref:TURNOUT)	

**[401 Respondents]**

Q.10 (SPLIT A) Generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

	<b>Total</b>
Right direction.....	27
Wrong track.....	67
(Don't know/refused).....	6
 <b>Right - Wrong</b> .....	 <b>-40</b>
(ref:DIRECT)	

**[399 Respondents]**

Q.11 (SPLIT B) Generally speaking, do you think that things in this state are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

	<b>Total</b>
Right direction.....	33
Wrong track.....	57
(Don't know/refused).....	9
 <b>Right - Wrong</b> .....	 <b>-24</b>
(ref:DIRECTST)	

Q.12 Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person or organization. If you have no opinion or never heard of that person or organization, please say so.

	Mean	% Warm	% Cool	% ID
12 Pro-life, anti-abortion groups .....	44.2	33	46	94
<b>[401 Respondents]</b>				
13 (SPLIT A) Big Corporations .....	43.4	24	40	91
14 Environmental groups .....	68.1	60	12	94
15 Pro-choice, pro-abortion groups .....	52.3	43	34	95
<b>[401 Respondents]</b>				
16 (SPLIT A) Women in Congress .....	82.0	79	5	95
<b>[399 Respondents]</b>				
17 (SPLIT B) Labor Unions .....	58.9	45	20	88
18 Gay marriage .....	41.9	33	45	94
19 Federal government .....	53.4	38	27	96
<b>[399 Respondents]</b>				
20 (SPLIT B) Women elected officials .....	79.1	75	6	94
(ref:THERM)				

Q.21 How often would you say that you discuss politics and political affairs with your family and friends? Would you say often, sometimes, rarely or never?

	Total
Often.....	48
Sometimes .....	33
Rarely .....	13
Never .....	6
(Don't know/refused).....	
<b>Total Often/sometimes .....</b>	<b>81</b>
<b>Total Rarely/never .....</b>	<b>19</b>
(ref:POLDISC)	

Q.22 And, which one of the following issue areas would be MOST important to you in deciding how to vote for a candidate for President?

	<b>Total</b>
The economy and jobs .....	25
Affordable health care.....	13
The situation in Iraq .....	12
Moral values.....	12
Terrorism and national security.....	10
Social Security and Medicare.....	10
Education .....	10
Taxes .....	2
The Federal Deficit .....	2
(None) .....	1
(Don't know/Refused) .....	3
(ref:PRESISS)	

**[770 Respondents]**

Q.23 And which of the following would be the NEXT issue most personally important to you?

	<b>Total</b>
Affordable health care.....	21
Education .....	18
The economy and jobs .....	16
Social Security and Medicare.....	12
The situation in Iraq .....	11
Terrorism and national security.....	9
Moral values.....	5
Taxes .....	4
The Federal Deficit .....	3
(None) .....	1
(Don't know/Refused) .....	-
(ref:PRESISS2)	

Q.22/23 Concerns Combined

	<b>Total</b>
The economy and jobs .....	41
Affordable health care.....	32
Education .....	27
The situation in Iraq .....	23
Social Security and Medicare.....	22
Terrorism and national security.....	19
Moral values.....	16
Taxes .....	6
The Federal Deficit .....	5
(No Second Concern).....	1
(None) .....	1
(Don't know/Refused) .....	3
(ref:PRESISS/PRESISS2)	

Q.24 Here are some reasons people might have for why they might not vote in the upcoming election. Please listen to all of them and then tell me which TWO might keep you away from the polls this year.

	<b>Total</b>
Politicians make a lot of promises, but no matter who is elected my life will not change .....	32
Work or family responsibilities getting in the way .....	27
Not enough time to find out about the candidates and make an informed choice .....	18
Not enough important differences between the candidates.....	12
Issues that are important to me are not discussed .....	11
Politics is too complicated for me to really understand what's going on.....	9
So many other people vote in elections that it doesn't matter whether I vote or not .....	7
Not sure how to vote or where my polling station is.....	7
(None) .....	30
(DK/REF).....	1
(ref:NOVOTE)	

Q.25 Now I am going to read to you a couple of statements about the election this year. Please tell me whether you find yourself agreeing or disagreeing with them.

	<b>Smwt Strng</b>					<b>Total</b>	
	<b>Strng</b>	<b>Smwt</b>	<b>Dis</b>	<b>Dis</b>	<b>DK/</b>	<b>Total</b>	<b>Dis</b>
	<b>Agree</b>	<b>Agree</b>	<b>Agree</b>	<b>Agree</b>	<b>Ref</b>	<b>Agree</b>	<b>Agree</b>
25 The candidates care what people like me think.....	15	37	24	20	3	<b>52</b>	<b>45</b>
26 I feel as though the candidates are talking about the issues that are important to me. ....	25	37	19	16	2	<b>63</b>	<b>36</b>
27 I can't trust what the candidates are saying because I know they won't be able to follow through on their promises.....	24	36	26	11	3	<b>60</b>	<b>37</b>
(ref:GOVQUES2)							

Q.28A I'd like to mention a few issues that might be important to people in deciding whether to support candidates for President. For each issue, please tell me how much you are hearing from the candidates about this issue and whether it is enough or too much. How about (READ ITEM)? Would you say you are hearing a lot, some, a little, or nothing at all about (READ ITEM)?

	A Lot	A Some	A Little	Nthng At All	DK/ Ref	A Lot/ Some	A Little/ Not
28 The economy .....	52	24	17	6	2	75	23
29 Gay marriage .....	37	26	23	12	1	63	36
30 Abortion .....	10	19	33	36	2	29	69
<b>[401 Respondents]</b>							
31 (SPLIT A) The cost of prescription drugs.....	31	30	28	10	1	61	38
<b>[401 Respondents]</b>							
32 (SPLIT A) The war on terrorism.....	87	8	4	2	0	94	5
<b>[399 Respondents]</b>							
33 (SPLIT B) The war in Iraq .....	86	9	3	2	0	95	4
34 Moral values.....	30	28	25	16	2	58	41
35 Retirement and Social Security .....	21	34	31	12	1	56	43
36 Education.....	21	30	33	16	1	50	48
37 Child care .....	5	13	31	49	3	17	80
<b>[401 Respondents]</b>							
38 (SPLIT A) Equal pay in the workplace .....	5	11	20	60	3	16	81
39 Taxes .....	32	30	26	11	1	62	37
40 The environment.....	4	18	38	37	2	22	76
<b>[399 Respondents]</b>							
41 (SPLIT B) The cost of health care.....	34	30	25	10	1	64	35
<b>[399 Respondents]</b>							
42 (SPLIT B) Increasing the minimum wage.....	7	12	23	56	2	19	79
43 Keeping America safe .....	78	12	6	3	1	90	9

	A Lot	Some	Little	Nthng At All	DK/ Ref	A Lot/ Some	Little/ Not
<b>[401 Respondents]</b>							
44 (SPLIT A) Corporations outsourcing jobs overseas .....	31	29	24	15	1	60	39

<b>[399 Respondents]</b>							
45 (SPLIT B) Creating new jobs .....	36	27	25	11	2	63	36

Q.28B And you would you say you are hearing too much or not enough about (READ ITEM) from the candidates, or is it just about right?

	Too Much	Just About Right	Not Engh	DK/ Ref
28 The economy .....	8	44	46	1
29 Gay marriage .....	33	39	25	2
30 Abortion .....	8	43	44	3

<b>[401 Respondents]</b>				
31 (SPLIT A) The cost of prescription drugs .....	6	32	59	1

<b>[401 Respondents]</b>				
32 (SPLIT A) The war on terrorism .....	40	45	14	0

<b>[399 Respondents]</b>				
33 (SPLIT B) The war in Iraq .....	34	44	20	1

34 Moral values .....	21	37	40	1
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35 Retirement and Social Security .....	4	30	64	2
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36 Education .....	2	32	63	2
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37 Child care .....	2	20	72	3
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<b>[401 Respondents]</b>				
38 (SPLIT A) Equal pay in the workplace .....	2	18	73	3

39 Taxes .....	13	42	42	2
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40 The environment .....	1	24	71	2
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<b>[399 Respondents]</b>				
41 (SPLIT B) The cost of health care .....	6	32	61	0

		<b>Just</b>		
		<b>Too</b>	<b>About</b>	<b>Not</b>
		<b>Much</b>	<b>Right</b>	<b>Engh</b>
				<b>DK/</b>
				<b>Ref</b>
<b>[399 Respondents]</b>				
42 (SPLIT B) Increasing the minimum wage.....	2	18	75	2
43 Keeping America safe .....	24	51	24	1
<b>[401 Respondents]</b>				
44 (SPLIT A) Corporations outsourcing jobs overseas.....	11	36	50	2
<b>[399 Respondents]</b>				
45 (SPLIT B) Creating new jobs.....	5	36	57	1
(ref:HEARING2)				

Q.28C In your opinion, who do you feel is most interested in talking to you about (READ ITEM):  
Bush, Kerry, or do you not know enough to say?

	<b>Bush</b>		<b>Kerry</b>			
	<b>Most</b>	<b>Most</b>	<b>Both</b>	<b>Nthr</b>	<b>DK</b>	<b>Ref</b>
28 The economy .....	20	46	11	2	18	1
29 Gay marriage .....	32	21	4	5	34	1
30 Abortion .....	32	16	3	6	39	0
<b>[401 Respondents]</b>						
31 (SPLIT A) The cost of prescription drugs.....	18	45	5	3	26	1
<b>[401 Respondents]</b>						
32 (SPLIT A) The war on terrorism.....	64	13	10	1	10	1
<b>[399 Respondents]</b>						
33 (SPLIT B) The war in Iraq .....	51	20	14	1	12	0
34 Moral values.....	47	21	3	2	23	1
35 Retirement and Social Security .....	21	43	5	4	25	0
36 Education.....	25	35	4	3	29	0
37 Child care .....	12	29	2	6	45	1
<b>[401 Respondents]</b>						
38 (SPLIT A) Equal pay in the workplace .....	6	34	2	11	40	1
39 Taxes .....	29	31	7	2	28	0
40 The environment.....	11	37	1	6	39	1

	<b>Bush Kerry</b>					
	<b>Most</b>	<b>Most</b>	<b>Both</b>	<b>Nthr</b>	<b>DK</b>	<b>Ref</b>
<b>[399 Respondents]</b>						
41 (SPLIT B) The cost of health care.....	16	54	3	4	21	0
<b>[399 Respondents]</b>						
42 (SPLIT B) Increasing the minimum wage.....	9	34	1	8	43	1
43 Keeping America safe .....	52	19	13	2	12	0
<b>[401 Respondents]</b>						
44 (SPLIT A) Corporations outsourcing jobs overseas.....	19	49	1	1	26	1
<b>[399 Respondents]</b>						
45 (SPLIT B) Creating new jobs.....	16	55	5	2	19	0
(ref:HEARING3)						

Q.46 Now I am going to read you a list of things that some women say would improve their work life. Please tell me which TWO of the following list would most help you in your life.

	<b>Total</b>
More affordable health insurance.....	47
Equal pay between men and women .....	34
Secure pension and retirement plans .....	29
A higher minimum wage.....	23
More education opportunities to improve skills.....	22
Affordable and flexible child care.....	17
Flex-time and work-from-home programs at the job .....	14
Better unemployment benefits .....	6
(DK/REF).....	2
(ref:WORKLIFE)	

Q.47 Now I'm going to read you some pairs of statements. As I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right.

	1 <sup>st</sup> Stmt	1 <sup>st</sup> Smwt	2 <sup>nd</sup> Smwt	2 <sup>nd</sup> Much	Both	Nthr	DK/ Ref	Total 1 <sup>st</sup> Stmt	Total 2 <sup>nd</sup> Stmt	1 <sup>st</sup> - 2 <sup>nd</sup>
47 The war in Iraq was worth the cost of U.S. lives and dollars.										
The war in Iraq was not worth the cost of U.S. lives and dollars. ....	28	8	8	54	0	0	2	35	62	-26
48 They say the economy is doing well, but that's not true for middle class and working people. Jobs are scarce, incomes stagnant, benefits are being cut, even while health care costs skyrocket.										
The economic recovery has taken a long time and people feel financially pressed. But jobs are now being created, incomes are rising, and home ownership is at an all-time high. The economy is growing and we're moving in the right direction. ....	58	10	8	21	1	0	1	69	29	40

	1 <sup>st</sup> Stmt Much	1 <sup>st</sup> Smwt	2 <sup>nd</sup> Smwt	2 <sup>nd</sup> Much	Both	Nthr	DK/ Ref	Total 1 <sup>st</sup> Stmt	Total 2 <sup>nd</sup> Stmt	1 <sup>st</sup> - 2 <sup>nd</sup>
49 Our families are less secure as a result of our go-it-alone foreign policy, which has hurt our international alliances and bred a hatred of America that fosters new generations of terrorists.										
Our families are more secure as a result of our current foreign policy that shows an America resolute in fighting terrorism and promoting democracy and sends a signal to rogue nations and terrorist networks that there is no place to hide.....	40	11	14	31	0	1	3	51	45	6
50 The best way to improve public education is by providing high quality teaching, reducing class sizes and increasing parental involvement.										
The best way to improve public education is by holding schools and teachers accountable for student performance on standardized tests and making sure our teachers are highly qualified and have a college degree in the subjects they teach.....	51	8	7	29	4	1	1	58	35	23
(ref:VALUES04)										

Q.51 I am going to read you a series of statements that might motivate unmarried women to vote this year. As I read each statement, please tell me whether you find that statement very convincing, somewhat convincing, a little convincing or not at all convincing.

	Very Conv	Smwt Conv	A Little Conv	Not At all Conv	DK/ Ref	Very/ Little/ Smwt Conv	Not Conv
51 Voting is one of our most basic rights and every American citizen has a responsibility to exercise that right and participate in our democracy. ....	62	25	7	5	0	88	12

**[401 Respondents]**

52 (SPLIT A) Politicians today do not understand what it is like to be a woman on her own. We need leaders who understand what it is like to have walked in our shoes.....	40	34	12	13	1	74	26
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53 Many states offer vote-by-mail or early vote programs that make it easy and convenient to vote, often without having to leave your own home. Why shouldn't you vote when it's this easy? .....	43	30	9	18	1	73	26
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54 In the last presidential election, over 22 million unmarried women did not vote. If all unmarried women voted, they would have the power to bring about change on the issues that matter to them most. ....	44	35	10	11	1	78	20
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**[399 Respondents]**

55 (SPLIT B) Politicians today do not understand what it is like to be a single mother. We need elected officials who understand what it is like to raise kids as a single mom. .... (ref:SLOGAN)	48	30	9	10	1	79	20
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Q.56 Now I am going to read to you a set of statements political candidates might say in order to get you to vote this November. For each one please tell me whether that would or would not motivate you to go to the polls.

	Would	DK/		
	Would Not	Nthr	Ref	
<b>[406 Respondents]</b>				
56 (SPLIT C) due to vote-by mail and early vote programs, that voting is easier than ever these days.....	56	39	3	2
<b>[406 Respondents]</b>				
57 (SPLIT C) they would work to fix health care.....	82	16	1	1
<b>[394 Respondents]</b>				
58 (SPLIT D) they would work to bring more jobs to (STATE FROM SAMPLE).....	85	13	2	0
<b>[394 Respondents]</b>				
59 (SPLIT D) they would work to protect social security.....	79	19	2	0
<b>[406 Respondents]</b>				
60 (SPLIT C) they had a plan to reduce the costs of higher education .....	74	24	1	1
<b>[394 Respondents]</b>				
61 (SPLIT D) the election is closer than ever this year and every vote is important.....	76	22	1	1
<b>[394 Respondents]</b>				
62 (SPLIT D) they had a plan to improve our public schools.....	78	19	2	0
<b>[171 Respondents]</b>				
63 (IF FLORIDA) they supported this year's ballot initiative to the Florida state constitution that would create a Florida minimum wage covering all employees in the state covered by the federal minimum wage. The state minimum wage will start at \$6.15 per hour six months after enactment, and thereafter be indexed to inflation each year. ....	62	34	3	1
<b>[16 Respondents]</b>				
64 (IF NEVADA) they supported this year's Nevada ballot initiative providing that employers must pay a minimum wage of \$5.15 per hour, if the employer provides health benefits, or \$6.15 per hour if the employer does not provide health benefits. .... (ref:SAIDX)	54	43	2	2

Q.65 Have you ever voted by absentee ballot, early vote, vote by mail or some other method of voting that did not require you to show up in person to the polls on election day?

	<b>Total</b>
Yes, absentee.....	16
Yes, early vote.....	2
Yes, vote by mail.....	4
Yes, other .....	1
No.....	77
(DK/REF).....	0
(ref:ABSENTEE)	

Q.66 Finally, I would like to ask you a few questions for statistical purposes. What is the last year of schooling that you have completed?

	<b>Total</b>
1 - 11th grade .....	7
High School graduate.....	27
Non-college post H.S. ....	3
Some college .....	32
College graduate.....	20
Post-graduate school .....	10
(Don't know/refused).....	0
(ref:EDUC)	

Q.67 Are you a member of a labor union? (IF NO) Is any member of your household a union member?

	<b>Total</b>
Yes: Respondent belongs .....	11
Household member .....	7
No member belongs .....	82
(Don't know/refused).....	1
(ref:UNION)	

Q.68 In terms of your job status, are you employed full-time, employed part-time, unemployed but looking for work, retired, a student, or a homemaker?

	<b>Total</b>
Employed, full-time .....	55
Employed, part-time.....	12
Unemployed .....	10
Retired.....	8
Student .....	5
Homemaker .....	5
(Other).....	4
(Don't know/refused).....	0
(ref:EMPLOY)	

Q.69 Generally speaking, do you think of yourself as a Democrat, a Republican or what?

	<b>Total</b>
Strong Democrat .....	36
Weak Democrat.....	17
Independent-lean Democrat .....	9
Independent.....	7
Independent-lean Republican.....	5
Weak Republican .....	10
Strong Republican.....	16
(Don't know/Refused) .....	2
(ref:PTYID1)	

Q.72 Thinking in political terms, would you say that you are Conservative, Moderate, or Liberal?

	<b>Total</b>
Liberal .....	29
Moderate .....	36
Conservative.....	30
(Don't know/refused).....	6
(ref:IDEO1)	

Q.73 What is your religion?

	<b>Total</b>
Protestant.....	51
Catholic .....	18
Jewish.....	1
(Other/none/refused) .....	30
(ref:RELIG1)	

Q.74 How often do you attend church -- every week, once or twice a month, several times a year, or hardly ever?

	<b>Total</b>
Every week.....	34
Once or twice a month .....	17
Several times a year .....	14
Hardly ever.....	26
(Never) .....	7
(Don't know/Refused) .....	3
(ref:RELIG2)	

Q.75 What is your race?

	<b>Total</b>
White .....	71
Black .....	18
Hispanic .....	6
(Other).....	3
(Don't know/refused).....	2
(ref:RACE)	

Q.77 Last year, that is in 2003, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

	<b>Total</b>
Less than \$10K.....	13
\$10K to under \$20K.....	16
\$20K to under \$30K.....	19
\$30K to under \$50K.....	21
\$50K to under \$75K.....	12
\$75K to under \$100K.....	3
\$100K or more .....	4
(Refused).....	8
(Don't know) .....	4
(ref:INCOME)	