POST-ELECTION SURVEY
N=1000 Voters Who Voted in 2004 Presidential Election
November 2, 2004

1. When did you register to vote?

1.	Before the November 2002 election	**87**
2.	After the November 2002 election and before January 1, 2004	**5**
3.	Since January 1, 2004	**7**
4.	DK/Refused **(DO NOT READ)**	**2**

2. Did you vote in a polling place on Election Day, by absentee/early voting?

1.	Polling place on Election Day	**78**
2.	Absentee/Early Voting	**22**
3.	DK/Refused **(DO NOT READ)**	**0**

3. Generally speaking, would you say things in the country are headed in the right direction, or are things seriously headed off on the wrong track?

1.	Right Direction	**47**
2.	Don't Know/Refused **(DO NOT READ)**	**8**
3.	Wrong Track	**46**

4. Overall would you say that you approve or disapprove of the job George Bush is doing as President?

1.	Approve	**51**
2.	Don't Know/Refused **(DO NOT READ)**	**2**
3.	Disapprove	**47**

Please tell me for each of the following whether you have a favorable or an unfavorable impression of that group or person. **(IF CHOICE IS MADE, ASK:)** Would you say you have a strongly **(FAVORABLE/UNFAVORABLE)** impression or just a somewhat **(FAVORABLE/UNFAVORABLE)** impression? **(ROTATE)**

		Favorable	Unfavorable
5.	1 Republicans in the US Senate	**53**	**39**
6.	2 Democrats in the US Senate	**50**	**40**
7.	George W. Bush	**53**	**46**
8.	John Kerry	**49**	**49**

9. Which of the following issues was most important to you in deciding who to vote for in the election? **(ROTATE)**

1.	Education	**3**
2.	Social Security	**5**
3.	Retirement and Investments	**1**
4.	Terrorism	**17**
5.	Health Care/Prescription Drugs	**6**
6.	The Economy	**13**
7.	Jobs	**4**
8.	Taxes	**2**
9.	Crime and Safety	**0**
10.	Environment	**1**
11.	National Defense/Foreign Affairs/Iraq	**28**
12.	National Debt	**2**
13.	Corporate Accountability	**0**
14.	Civil Rights	**2**
15.	Fiscal Responsibility	**2**
16.	Other **(SPECIFY)**	**7**
17.	Don't Know/Refused **(DO NOT READ)**	**6**

I am going to read a list of specific issues. On a scale of 1-10, please tell me how important each issue was in determining how you voted for President, with 1 being not important at all and 10 being extremely important. **(ROTATE 10-17)**

10.	Outsourcing and jobs going overseas	**6.45**
11.	Medical liability reform	**6.48**
12.	Stem cell research	**6.33**
13.	Job creation and the economy	**8.05**
14.	The Medicare/prescription drug bill	**6.65**
15.	Senate Democrats' filibustering of President Bush's judicial appointments	**5.39**
16.	The new video of Osama bin Laden	**3.50**
17.	Gay marriage	**5.23**

(ROTATE 18-19 with 20-21)

18. What was the theme or issue that you heard Republican campaigns and candidates talking about most?

Homeland Security/Terrorism/9-11 Attacks	**50**
War in Iraq/WMDs	**29**
Economy/Jobs/Outsourcing	**10**
Attack on Kerry/Flip Flop/Tarnished War Record	**7**
Leadership/Stay the Course/Positive Bush Mention	**5**
Health Care/RX	**5**
Gay Marriage/Moral Issues	**4**
Taxes/Debt/Deficit	**4**
Don't Remember	**4**
Political Infighting/Campaigning	**3**
Social Security	**2**
Education	**2**
Didn't Pay Attention	**2**
Other	**2**
Abortion	**1**

19. Did this make you more favorable or less favorable to vote for Republican candidates?

    1. More Favorable   **48**
    2. Less Favorable   **45**
    3. DK/Refused **(DO NOT READ)**   **7**

20. What was the theme or issue that you heard Democratic campaigns and candidates talking about most?

War in Iraq/WMDs	**32**
Economy/Jobs/Outsourcing	**30**
Anti-Bush and Republicans	**15**
Homeland Security/Terrorism/9-11	**10**
Health Care/RX	**10**
There is a plan/Plan for change	**6**
Other	**6**
Don't Remember	**5**
Taxes/Debt/Deficit	**4**
They lie/Change positions	**3**
Social Security	**3**
Vietnam Records of Kerry and Bush	**3**
Stem Cell Research	**2**
Education	**2**
Gay Marriage/Moral Issues	**2**
Political Infighting/Campaigning	**1**
Environmental Issues	**1**
Didn't Pay Attention	**1**

21. Did this make you more favorable or less favorable to vote for Democratic candidates?

    1. More Favorable   **45**
    2. Less Favorable   **48**
    3. DK/Refused **(DO NOT READ)**   **7**

22. Which is more important to you when deciding to vote for a candidate for Congress? **(ROTATE)**

    1. His or her ability to do things that help people in your Congressional district   **42**
    2. You agree with his or her positions on major national issues   **53**
    3. DK/Refused **(DO NOT READ)**   **5**

23. For which presidential candidate did you vote? **(ROTATE)** George W. Bush, the Republican nominee; John Kerry, the Democrat nominee; Ralph Nader, the independent candidate?

    1. Bush   **51.4**
    2. Kerry   **48.3**
    3. Nader   **0**
    4. Other **(DO NOT READ)**   **0**
    5. DK/Refused **(DO NOT READ)**   **0**

24. How long ago did you develop a preference for the presidential candidate you voted for?

(ROTATE BOTTOM TO TOP, TOP TO BOTTOM)

1.	You were always inclined to vote for that person	**51**
2.	Last year	**15**
3.	Last spring	**9**
4.	During the summer	**12**
5.	The month before the election	**7**
6.	The week before the election	**3**
7.	The day of the election	**3**
8.	DK/Refused **(DO NOT READ)**	**1**

25. Did you ever support the opponent of the presidential candidate that you eventually voted for?

1.	Yes	**20**
2.	No	**79**
3.	DK/Refused **(DO NOT READ)**	**1**

26. For which candidate did you vote for US Congress from your district? **(ROTATE)**

1.	Republican candidate	**48**
2.	Democratic candidate	**47**
3.	Independent or third party candidate	**2**
4.	Didn't vote in Congressional race **(DO NOT READ)**	**1**
5.	DK/Refused **(DO NOT READ)**	**2**

27. Did you ever support the opponent of the Congressional candidate that you eventually voted for?

1.	Yes	**18**
2.	No	**78**
3.	DK/Refused **(DO NOT READ)**	**4**

28. Do you support or oppose the war in Iraq?

    1. Support   **52**
    2. Oppose   **44**
    3. DK/Refused **(DO NOT READ)**   **4**

29. Which was more influential in determining how you voted? **(ROTATE)**

    1. Information from news organizations such as TV and cable news, talk radio, newspapers and other media sources
    2. Information from campaign television ads and campaign mail you received
    3. Discussion with friends and neighbors
    4. Advertisements and information from "527" advocacy groups such as Moveon.org, America Coming Together and Swiftboat Veterans for the Truth
    5. The presidential debates
    6. Popular culture influences, such as celebrity endorsements of candidates and the film *Fahrenheit 9/11*
    7. All of these **(DO NOT READ)**
    8. None of these **(DO NOT READ)**
    9. DK/Refused **(DO NOT READ)**

A. What is your first choice?

    1. Information from news organizations such as TV and cable news, talk radio, newspapers and other media sources   **47**
    2. Information from campaign television ads and campaign mail you received   **3**
    3. Discussion with friends and neighbors   **9**
    4. Advertisements and information from "527" advocacy groups such as Moveon.org, America Coming Together and Swiftboat Veterans for the Truth   **2**
    5. The presidential debates   **20**
    6. Popular culture influences, such as celebrity endorsements of candidates and the film *Fahrenheit 9/11*   **2**
    7. All of these **(DO NOT READ)**   **4**
    8. None of these **(DO NOT READ)**   **11**
    9. DK/Refused **(DO NOT READ)**   **2**

B. What is your second choice?

    1. Information from news organizations such as TV and cable news, talk radio, newspapers and other media sources   **18**
    2. Information from campaign television ads and campaign mail you received   **11**
    3. Discussion with friends and neighbors   **15**
    4. Advertisements and information from "527" advocacy groups such as Moveon.org, America Coming Together and Swiftboat Veterans for the Truth   **4**
    5. The presidential debates   **17**
    6. Popular culture influences, such as celebrity endorsements of candidates and the film *Fahrenheit 9/11*   **3**
    7. All of these **(DO NOT READ)**   **1**
    8. None of these **(DO NOT READ)**   **13**
    9. DK/Refused **(DO NOT READ)**   **2**

COMBINED FIRST AND SECOND CHOICES
1. Information from news organizations such as TV and cable news, talk radio, newspapers and other media sources **65**
2. Information from campaign television ads and campaign mail you received **14**
3. Discussion with friends and neighbors **24**
4. Advertisements and information from "527" advocacy groups such as Moveon.org, America Coming Together and Swiftboat Veterans for the Truth **6**
5. The presidential debates **37**
6. Popular culture influences, such as celebrity endorsements of candidates and the film *Fahrenheit 9/11* **5**
7. All of these **(DO NOT READ)** **5**
8. None of these **(DO NOT READ)** **24**
9. DK/Refused **(DO NOT READ)** **4**

30. Do you think that there was media bias with the intent of influencing the election?

    1. Yes **68**
    2. No **28**
    3. DK/Refused **(DO NOT READ)** **3**

Now just a few demographic questions for statistical purposes only - -

31. What are the two main sources of your news about national issues such as politics, Iraq, the economy, education, and health care? **(DO NOT READ – ALLOW THEM TO VOLUNTEER A RESPONSE AND CODE AS FOLLOWS)**

    1. ABC News **6**
    2. NBC News **12**
    3. CBS News **6**
    4. Local TV news **22**
    5. CNN News **18**
    6. MSNBC/CNBC News **4**
    7. Fox News **20**
    8. CSpan **1**
    9. Daily newspaper **42**
    10. News magazines such as Time, US News, and Newsweek **9**
    11. Opinion magazines like Weekly Standard **1**
    12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites **8**
    13. News Pages of Internet Service Providers such as Yahoo News and MSN News **3**
    14. Opinion websites like Drudge Report or slate.com **1**
    15. National Public Radio **9**
    16. Religious radio shows **0**
    17. Talk radio like Rush Limbaugh **5**
    18. General radio news station **3**
    19. Public television news shows like McNeil Lehrer **1**

20. Comedy Shows like the Daily Show with Jon Stewart   **0**
21. Late Night TV Shows like Jay Leno   **0**
22. Morning TV shows like Today, Good Morning America   **1**
23. Political Talk Shows on cable, such as CNN's Crossfire and MSNBC's Hardball   **1**
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week   **0**
25. Other   **11**
26. DK/Refused   **2**

32. Generally speaking, do you consider yourself **(ROTATE)** a Republican, a Democrat, an Independent, or something else?

    1. Republican   **37**
    2. Democrat   **37**
    3. Independent   **21**
    4. Other   **4**
    5. DK/Refused **(DO NOT READ)**   **1**

Combined party

GOP   37
Democrat   37
Independent/Other/DK   26

33. If you had to classify yourself, would you say you are **(ROTATE)** liberal, moderate, or conservative in your political beliefs?

    1. Liberal   **21**
    2. Moderate   **41**
    3. Conservative   **34**
    4. DK/Refused **(DO NOT READ)**   **4**

Combined ideology

Liberal   21
Moderate   45.
Conservative   34

Gender: **(BY OBSERVATION)**

    1. Male   **47**
    2. Female   **53**