

PEW RESEARCH CENTER ELECTION QUESTIONS

This is the sequence of questions used to identify likely voters and determine their vote choice in [Pew's final pre-election poll](#) in 2008.

*Questions in **RED** are used to develop the likely voter scale. Respondents must say they are certain that they are registered to vote (or intend to register or vote, in states with same-day registration or no registration) in order to be included in the likely voter estimate. Those who say they have already voted (early voting or absentee) are considered likely voters.*

*Questions in **BLUE** measure candidate preference.*

*Questions in **GREEN** are used to identify so called "swing voters."*

ASK ALL:

THOUGHT How much thought have you given to the coming presidential election . . . Quite a lot or only a little?

- 1 Quite a lot
- 2 Some (**VOL.**)
- 3 Little
- 4 None (**VOL.**)
- 9 Don't know/Refused (**VOL.**)

ASK ALL:

Q.1 How closely have you been following news about candidates for the 2008 presidential election . . . very closely, fairly closely, not too closely, or not at all closely?

- 1 Very closely
- 2 Fairly closely
- 3 Not too closely
- 4 Not at all closely
- 9 Don't know/Refused (**VOL.**)

RESPONDENTS IN NORTH DAKOTA SHOULD BE COUNTED AS REGISTERED VOTERS AND SKIPPED TO PRECINCT. DO NOT ASK REGIST OR REGICERT OF THESE RESPONDENTS.

REGIST These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

- 1 Yes, registered — **IF "DAY OF" STATE GO TO PRECINCT; ELSE GO TO REGICERT**
- 2 No, not registered — **IF "DAY OF" STATE GO TO PLANREG; ELSE GO TO Q.3/Q.3_1/Q.3_2/Q.3_3**
- 3 Don't have to register (**VOL.**) — **GO TO PLANREG**
(PROGRAMMER NOTE: ACCEPT THIS RESPONSE IF "DAY OF" STATE ONLY. IF RESPONDENT IN ANOTHER STATE GIVES THIS RESPONSE, THEY SHOULD BE COUNTED AS '2' NOT REGISTERED AND SKIPPED TO Q.3/Q.3_1/Q.3_2/Q.3_3)
- 9 Don't know/Refused (**VOL.**) — **GO TO Q.3/Q.3_1/Q.3_2/Q.3_3**

IF RESPONDENT ANSWERED '1' YES IN REGIST AND NOT IN “DAY OF” STATE ASK:

REGICERT Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

- 1 Absolutely certain — **GO TO PRECINCT**
- 2 Chance registration has lapsed — **GO TO Q.3/Q.3_1/Q.3_2/Q.3_3**
- 9 Don't know/Refused (**VOL.**) — **GO TO Q.3/Q.3_1/Q.3_2/Q.3_3**

IF RESPONDENT IS IN “DAY OF” STATE & ANSWERED '2' OR '3' IN REGIST, ASK:

PLANREG Do you plan to register so that you can vote in the upcoming election?

- 1 Yes — **GO TO PRECINCT**
- 2 No — **GO TO Q.3/Q.3_1/Q.3_2/Q.3_3**
- 9 Don't know/Refused — **GO TO Q.3/Q.3_1/Q.3_2/Q.3_3**

PROGRAMMING NOTE – A PERSON IS COUNTED AS “REGISTERED” (REGFINAL=1) AT THIS POINT IF THEY ARE ANY OF THE FOLLOWING:

- (1) ARE IN NORTH DAKOTA
- (2) ANSWERED “YES” TO REGIST AND LIVE IN A DAY OF STATE
- (3) ANSWERED “YES” TO REGICERT
- (4) ANSWERED “YES” TO PLANREG

NON-REGISTERED VOTERS GET SKIPPED TO APPROPRIATE Q.3/Q.3a BLOCK FOLLOWED BY Q.3b, AND FROM THERE, SKIPPED TO Q.16

ASK ALL REGISTERED VOTERS (REGFINAL=1):

PRECINCT Have you ever voted in your precinct or election district?

- 1 Yes
- 2 No
- 9 Don't know/Refused (**VOL.**)

ASK ALL REGISTERED VOTERS (REGFINAL=1):

Q.2 Generally speaking, how much interest would you say you have in politics ... [**READ**]

- 1 A great deal
- 2 A fair amount
- 3 Only a little, OR
- 4 No interest at all
- 9 [**VOL. DO NOT READ**] Don't know/Refused

ASK ALL REGISTERED VOTERS (REGFINAL=1):

OFTVOTE How often would you say you vote... **[READ]**

- 1 Always
- 2 Nearly always
- 3 Part of the time, OR
- 4 Seldom?
- 5 **[VOL. DO NOT READ]** Never vote
- 6 **[VOL. DO NOT READ]** Other response
- 9 **[VOL. DO NOT READ]** Don't know/Refused

ASK ALL REGISTERED VOTERS (REGFINAL=1):

WHERE Do you happen to know where people in your neighborhood go to vote?

- 1 Yes
- 2 No
- 9 Don't know/Refused (**VOL.**)

ALL RESPONDENTS WILL BE ASSIGNED TO A BLOCK OF HORSE RACE QUESTIONS (Q.3/Q.3_1/ Q.3_2/ Q.3_3 Q.3a/Q.3a_1/ Q.3a_2/ Q.3a_3) BASED ON THEIR STATE.

Q3/Q3a FOR MCCAIN AND OBAMA ONLY;

Q3_1/ Q3a_1 FOR MCCAIN, OBAMA, BARR, AND NADER,

Q3_2/ Q3a_2 FOR MCCAIN, OBAMA, AND BARR;

Q3_3/ Q3a_3 FOR MCCAIN, OBAMA, AND NADER

IN STATES WHERE BARR AND NADER ARE NOT ON THE BALLOT, ASK:

Q.3 If the presidential election were being held TODAY, would you vote **[READ AND ROTATE]**? **[INTERVIEWER INSTRUCTION: Do not need to read entire list if respondent indicates a clear preference for one of the candidates]**

- 1 for the Republican ticket of John McCain and Sarah Palin
- [OR]
- 2 for the Democratic ticket of Barack Obama and Joe Biden
- 5 **[VOL. DO NOT READ]** Other candidate
- 8 **[VOL. DO NOT READ]** Don't know
- 9 **[VOL. DO NOT READ]** Refused

IN STATES WHERE BARR AND NADER ARE ON THE BALLOT, ASK:

Q.3_1 If the presidential election were being held TODAY, would you vote **[READ AND ROTATE REPUBLICAN AND DEMOCRATIC TICKETS FIRST AND ROTATE BARR AND NADER TICKETS LAST]**? **[INTERVIEWER INSTRUCTION: Do not need to read entire list if respondent indicates a clear preference for one of the candidates]**

- 1 for the Republican ticket of John McCain and Sarah Palin
- 2 for the Democratic ticket of Barack Obama and Joe Biden
- 3 for the Libertarian ticket of Bob Barr and Wayne Allyn Root [OR]
- 4 for the Independent ticket of Ralph Nader and Matt Gonzalez
- 5 **[VOL. DO NOT READ]** Other candidate
- 8 **[VOL. DO NOT READ]** Don't know
- 9 **[VOL. DO NOT READ]** Refused

IN STATES WHERE BARR BUT NOT NADER IS ON THE BALLOT, ASK:

Q.3_2 If the presidential election were being held TODAY, would you vote **[READ AND ROTATE REPUBLICAN AND DEMOCRATIC TICKETS FIRST WITH BARR TICKET LAST]**?
[INTERVIEWER INSTRUCTION: Do not need to read entire list if respondent indicates a clear preference for one of the candidates]

- 1 for the Republican ticket of John McCain and Sarah Palin
- 2 for the Democratic ticket of Barack Obama and Joe Biden
- 3 for the Libertarian ticket of Bob Barr and Wayne Allyn Root [OR]
- 5 **[VOL. DO NOT READ]** Other candidate
- 8 **[VOL. DO NOT READ]** Don't know
- 9 **[VOL. DO NOT READ]** Refused

IN STATES WHERE NADER BUT NOT BARR IS ON THE BALLOT, ASK:

Q.3_3 If the presidential election were being held TODAY, would you vote **[READ AND ROTATE REPUBLICAN AND DEMOCRATIC TICKETS FIRST WITH NADER TICKET LAST]**?
[INTERVIEWER INSTRUCTION: Do not need to read entire list if respondent indicates a clear preference for one of the candidates]

- 1 for the Republican ticket of John McCain and Sarah Palin
- 2 for the Democratic ticket of Barack Obama and Joe Biden [OR]
- 4 for the Independent ticket of Ralph Nader and Matt Gonzalez
- 5 **[VOL. DO NOT READ]** Other candidate
- 8 **[VOL. DO NOT READ]** Don't know
- 9 **[VOL. DO NOT READ]** Refused

IF OTHER OR DK (Q.3=5,8,9), ASK:

Q.3a As of TODAY, do you LEAN more to **[READ, ROTATE IN SAME ORDER AS Q.3]**?

- 1 McCain and Palin, the Republicans [OR]
- 2 Obama and Biden, the Democrats
- 5 **[VOL. DO NOT READ]** Other candidate
- 8 **[VOL. DO NOT READ]** Don't know
- 9 **[VOL. DO NOT READ]** Refused

IF OTHER OR DK (Q.3_1=5,8,9), ASK:

Q.3a_1 As of TODAY, do you LEAN more to **[READ, ROTATE IN SAME ORDER AS Q.3_1]**?

- 1 McCain and Palin, the Republicans
- 2 Obama and Biden, the Democrats
- 3 Barr and Root, the Libertarians [or more to]
- 4 Nader and Gonzalez, as independents
- 5 **[VOL. DO NOT READ]** Other candidate
- 8 **[VOL. DO NOT READ]** Don't know
- 9 **[VOL. DO NOT READ]** Refused

IF OTHER OR DK (Q.3_2=5,8,9), ASK:

Q.3a_2 As of TODAY, do you LEAN more to **[READ, ROTATE IN SAME ORDER AS Q.3_2]**?

- 1 McCain and Palin, the Republicans
- 2 Obama and Biden, the Democrats [or more to]
- 3 Barr and Root, the Libertarians
- 5 **[VOL. DO NOT READ]** Other candidate
- 8 **[VOL. DO NOT READ]** Don't know
- 9 **[VOL. DO NOT READ]** Refused

IF OTHER OR DK (Q.3_3=5,8,9), ASK:

Q.3a_3 As of TODAY, do you LEAN more to **[READ, ROTATE IN SAME ORDER AS Q.3_3]**?

- 1 McCain and Palin, the Republicans
- 2 Obama and Biden, the Democrats [or more to]
- 4 Nader and Gonzalez, as independents
- 5 **[VOL. DO NOT READ]** Other candidate
- 8 **[VOL. DO NOT READ]** Don't know
- 9 **[VOL. DO NOT READ]** Refused

IF CHOSE MCCAIN, OBAMA, BARR, OR NADER IN Q.3/Q.3_1/Q.3_2/Q.3_3. ASK:

Q.3b Do you support **(INSERT PRESIDENTIAL CHOICE FROM Q.3/Q.3_1/Q.3_2/Q.3_3 — LAST NAME ONLY, DO NOT READ VP CHOICE)** strongly or only moderately?

- 1 Strongly
- 2 Only moderately
- 9 Don't know/Refused (**VOL.**)

[NOTE SPECIAL INSTRUCTION: NON-REGISTERED VOTERS ('2' IN REGIST AND NOT IN "DAY OF" STATE, OR '9' IN REGIST, OR '2' OR '9' IN REGICERT, OR '2' OR '9' IN PLANREG) SHOULD NOW SKIP TO Q16]

**IF RESPONDENT IS REGISTERED (REGFINAL=1) AND DID NOT CHOOSE MCCAIN (Q.3/Q.3_1/Q.3_2/Q.3_3 =2,3,4 OR Q.3a/Q.3a_1/Q.3a_2/Q.3a_3=2,3,4,5,8,9) ASK:
ROTATE Q.5 AND Q.6**

Q.5 Do you think there is a chance that you might vote for John McCain in November, or have you definitely decided not to vote for him?

- 1 Chance might vote for him
- 2 Decided not to vote for him
- 9 Don't know/Refused (**VOL.**)

**IF RESPONDENT IS REGISTERED (REGFINAL=1) AND DID NOT CHOOSE OBAMA (Q.3/Q.3_1/Q.3_2/Q.3_3 =1,3,4 OR Q.3a/Q.3a_1/Q.3a_2/Q.3a_3=1,3,4,5,8,9) ASK:
ROTATE Q.5 AND Q.6**

Q.6 Do you think there is a chance that you might vote for Barack Obama in November, or have you definitely decided not to vote for him?

- 1 Chance might vote for him
- 2 Decided not to vote for him
- 9 Don't know/Refused (**VOL.**)

ASK ALL REGISTERED VOTERS (REGFINAL=1):

PLAN1 [IF RESPONDENT HAS PREVIOUSLY INDICATED THAT THEY HAVE ALREADY VOTED, READ “Just to confirm...”]

Do you plan to vote in the presidential election, have you ALREADY voted, or don't you plan to vote?

- 1 Plan to vote
- 2 Already voted
- 3 Don't plan to vote
- 9 Don't know (VOL.)

IF YES IN PLAN1 (PLAN1=1) ASK:

PLAN2 Do you plan to cast your vote BEFORE Election Day or ON Election Day?

- 1 BEFORE Election Day
- 2 ON Election Day
- 9 Don't know/Refused (VOL.)

IF YES IN PLAN1 (PLAN1=1), ASK:

PLAN3 How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

- 1 Absolutely certain
- 2 Fairly certain
- 3 Not certain
- 9 Don't know/Refused (VOL.)

Later in the demographic section of the questionnaire, respondents were asked:

ASK ALL REGISTERED VOTERS (REGFINAL=1):

PVOTE04A In the 2004 presidential election between George W. Bush and John Kerry, did things come up that kept you from voting, or did you happen to vote?

- 1 Voted
- 2 Did not vote (includes too young to vote)
- 8 Don't remember if voted (VOL.)
- 9 Refused (VOL.)

ASK ALL REGISTERED VOTERS (REGFINAL=1) :

[IF RESPONDENT HAS ALREADY VOTED (PLAN1=2), CODE AS “10”]

SCALE10 I'd like you to rate your chance of voting in November on a scale of 10 to 1. If TEN represents a person who definitely will vote and ONE represents a person who definitely will NOT vote, where on this scale of 10 to 1 would you place yourself?

- _____ Rating
- 11 Don't know