

# ANES - Feeling Thermometers

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I'd like to get your feelings toward some of our political leaders and other people who are in the news these days. I'll read the name of a person and I'd like you to rate that person using something we call the feeling thermometer. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person. You would rate the person at the 50 degree mark if you don't feel particularly warm or cold toward the person. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.



# Media Polls (No Show Card)

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I'd like to get your feelings toward some people who have been in the news. I'll read the name of a person and I'd like you to rate that person using something called the feeling thermometer. You can choose any number between 0 and 100. The higher the number, the warmer or more favorable you feel toward that person, the lower the number, the colder or less favorable. You would rate this person at the 50-degree mark if you feel neither warm nor cold toward them. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

I'd like you to rate how you feel about that person on a feeling thermometer using a scale of 0 to 100. The higher the number, the warmer or more favorable you feel toward that person, the lower the number, the colder or less favorable you feel. You can pick any number between 0 and 100.

# The New ANES approach

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Do you like **Rudy Giuliani**, dislike him, or neither like nor dislike him?

Do you like him a great deal, a moderate amount, or a little?

Do you dislike him a great deal, a moderate amount, or a little?

# ANES - Defense Spending

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Some people believe that we should spend much less money for defense. Suppose these people are at one end of a scale, at point 1. Others feel that defense spending should be greatly increased. Suppose these people are at the other end, at point 7. And, of course, some other people have opinions somewhere in between, at points 2, 3, 4, 5 or 6.

Where would you place YOURSELF on this scale, or haven't you thought much about this?

# Media Polls

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Do you think that we should increase our defense spending, keep it about the same, or cut it back?

I am going to read a list of present federal government programs. For each, I'd like you to tell me whether you feel it should be expanded, cut back or kept about the same. Defense spending.

Do you favor or oppose increasing defense spending by at least twenty billion dollars by the year 2006?

Imagine that the President and Congress decided to cut defense spending by 10% and directed this money to improving education, strengthening Social Security, and paying down the national debt instead. Would you support this move or not support this move?

Thinking about all of the programs the federal government spends money on, do you think defense spending should be given the highest priority, or are there other programs which deserve a higher priority?

I'm going to read you a list of federal government programs, and for each one, please tell me how important you think this program is. Is it very important, somewhat important, not very important, or not at all important? What about defense spending?

As I read from a list tell me how important each of the following is a way to reduce terrorism in the future. Increase defense spending to maintain our military preparedness, is this very important, fairly important, not too important, or not at all important as a way to reduce terrorism in the future?

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# **ANES - Presidential Approval**

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

**Do you (approve/disapprove) strongly or not strongly?**

# Media Polls

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## ANES

Do you approve or disapprove of the way George W. Bush is handling his job as President?  
Do you approve/disapprove strongly or **not strongly**?

## Media Polls

Do you approve/disapprove strongly or **somewhat**?

Do you approve/disapprove **very** strongly, or **not so strongly**?

And would you say you strongly approve/disapprove or **just somewhat** approve/disapprove?

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# ANES – Predicted Turnout

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**So far as you know now, do you expect to vote in the national elections this coming November or not?**



# Media Polls

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## ANES

**So far as you know now, do you expect to vote in the national elections this coming November or not?**

## Media Polls

**How likely is it that you will vote in the 2004 election for President this November -- would you say you will definitely vote, probably vote, probably not vote, or definitely not vote in the election for President**

# ANES – Policy Issue Importance

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**How important is this issue to you personally? Not important at all, slightly important, moderately important, very important, or extremely important?**

# Media Polls

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In making your decision about who to vote for in next year's election, will the issue of immigration be very important, somewhat important, not too important, or not at all important?

How important will each of the following issues be to your vote for President this year? Will it be extremely important, very important, moderately important, or not that important? Immigration.

When you decide which candidate to support for President, is his or her stand on immigration the most important issue, an important issue but not the most important one, not too important, or not important at all?

If the presidential election were held today, which would be more important to you in deciding who to vote for--issues related to the economy and jobs or issues related to immigration?

Which of the following will be the single most important issue in your vote for President this year: The United States campaign against terrorism, the war in Iraq, the economy, immigration, ethics in government, health care, or something else?

Which of the following types of issues are the most important to you in choosing between the presidential candidates? Economic issues, such as jobs and economic growth, domestic issues, such as health and education, national defense issues, such as Iraq and the war on terror, social issues, such as gun control and gay rights, foreign policy issues, such as the Middle East and Haiti?

# Media Polls

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Thinking about how the abortion issue might affect your vote for major offices, would you only vote for a candidate who shares your views on abortion, or consider a candidate's position on abortion as just one of many important factors, or not see abortion as a major issue?

Compared to other problems facing the country, how big a problem is illegal immigration? Would you say it is one of the most important problems facing the country, or is it an important problem, but not one of the most important, or is it not all that important, or is it not important at all?

# Abortion (2004)

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There has been some discussion about abortion during recent years.

Which one of the opinions on this page best agrees with your view?

1. By law, abortion should never be permitted.
2. The law should permit abortion only in case of rape, incest or when the woman's life is in danger.
3. The law should permit abortion for reasons other than rape, incest, or danger to the woman's life, but only after the need for the abortion has been clearly established.
4. By law, a woman should always be able to obtain an abortion as a matter of personal choice.

# Abortion (2008-2009 Panel)

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Next, we'll describe a series of circumstances in which a woman might have an abortion. For each one, please say whether you favor, oppose, or neither favor nor oppose it being legal for the woman to have an abortion in that circumstance.

Do you favor, oppose, or neither favor nor oppose abortion being legal if staying pregnant would hurt the woman's health but is very unlikely to cause her to die?

Do you (favor/oppose) that a great deal, moderately, or a little?

# Abortion (2008-2009 Panel)

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**Also:**

**if staying pregnant could cause the woman to die?**

**if the pregnancy was caused by sex the woman chose to have with a blood relative?**

**if the pregnancy was caused by the woman being raped?**

**if the fetus will be born with a serious birth defect?**

**if the child will not be the sex the woman wants it to be?**

**if having the child would be extremely difficult for the woman financially?**

# Media Polls

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Please tell me if you think abortion should be legal or illegal in each of the following situations . . . ."

If the pregnancy was the result of rape or incest

If the pregnancy puts the mother's life at risk

If the pregnancy puts the mother's mental health at risk

If the baby has a fatal birth defect

If the pregnancy is unwanted



# Media Polls

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"What is your personal feeling about abortion? (1) It should be permitted in all cases. (2) It should be permitted, but subject to greater restrictions than it is now. (3) It should be permitted only in cases such as rape, incest and to save the woman's life. OR, (4) It should only be permitted to save the woman's life."

"Which of these comes closest to your view? Abortion should be generally available to those who want it. OR, Abortion should be available, but under stricter limits than it is now. OR, Abortion should not be permitted."

# Questions

- Continuous vs. Dichotomous
- Midpoint vs. no midpoint
- Choosing words
- Ordering questions
- What policy issues?

# What Policy Issues?

- Issues congress has focused on recently
- Issues the news media have focused on
- Issues the candidates have focused on in speeches
- Issues the campaign ads have focused on
- The issues that campaign consultants predict will be big
- The issues that get sizable issue publics in a pre-test omnibus survey we run mid-way through the campaign