# EXIT SURVEY

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1. In the presidential election who did you just vote for?
23 1.☐ Walter Mondale/Geraldine Ferraro, Democrat
74 2.☐ Ronald Reagan/George Bush, Republican
1 3.☐ Someone else
- 6.☐ Did not vote for president
- 8.☐ Do not remember
2 9.☐ Prefer not to say

2. Did the presence of Geraldine Ferraro on the ballot make you
11 1.☐ More likely to vote for Mondale/Ferraro
28 3.☐ Less likely to vote for Mondale/Ferraro
58 5.☐ Did not affect your vote in any way
4 8.☐ Have not thought much about this

3. Which **one** of these issues was **most** important in deciding how you voted for president?
11 01.☐ The federal deficit
17 02.☐ National defense
6 03.☐ Limiting nuclear weapons
8 04.☐ Tax increases
1 05.☐ Women's rights
37 06.☐ Reagan's economic policies
4 07.☐ Social Security
2 08.☐ Abortion
- 09.☐ Age of candidates
2 10.☐ Interest rates
9 11.☐ None of these issues
4 12.☐ Don't know; haven't thought much about this before

4. Did you watch any of the presidential debates?
56 1.☐ I watched the presidential and vice-presidential debates.
26 2.☐ I watched only the presidential debate(s).
2 3.☐ I watched only the vice-presidential debate.
17 4.☐ I was not able to watch the debates.

5. Did the presidential debates:
41 1.☐ strengthen your support for your candidate
4 2.☐ weaken your support for your candidate but not enough to change your vote
9 3.☐ helped you make up your mind
1 4.☐ cause you to change your vote
32 5.☐ did not influence your choice
13 8.☐ did not watch the debates

6. Four years ago in the 1980 gubernatorial race, who did you vote for?
61 1.☐ Scott Matheson
13 2.☐ Bob Wright
2 3.☐ someone else
16 6.☐ did not vote for governor
5 8.☐ do not remember
2 9.☐ prefer not to say

7. In the gubernatorial race today who did you just vote for?
56 1.☐ Norm Bangerter, Republican
41 2.☐ Wayne Owens, Democrat
- 3.☐ Someone else
1 6.☐ Did not vote for governor
1 8.☐ Do not remember
2 9.☐ Prefer not to say

8. Which **one** quality **best** describes your choice for governor?
19 1.☐ He's my party's candidate
15 2.☐ He's a strong leader
14 3.☐ He has good judgment
17 4.☐ He has experience in government
15 5.☐ He has honesty and integrity
2 6.☐ He's intelligent
5 7.☐ He would get things done
- 8.☐ He's religious
13 9.☐ None of these

9. Which **one** of these issues was **most** important in deciding how you voted for governor?
12 1.☐ nuclear waste
13 2.☐ education
10 3.☐ taxes
3 4.☐ cable t.v.
13 5.☐ two-party balance (in government)
21 6.☐ ability to work with the legislature
9 7.☐ economic growth
21 8.☐ none of these

10C. In the U.S. Representative race who did you just vote for?
31.☐ Bruce Baird, Democrat
32.☐ Howard Nielson, Republican
33.☐ Someone else
35.☐ Did not vote for U.S. Representative
36.☐ Do not remember
38.☐ Prefer not to say

11. In the Gubernatorial primary election last August, who did you vote for?
24 1.☐ Norm Bangerter, Republican
7 2.☐ Kem Gardner, Democrat
14 3.☐ Dan Marriott, Republican
16 4.☐ Wayne Owens, Democrat
34 5.☐ Did not vote in primary
5 8.☐ Don't remember how I voted

12. Do you think Initiative A, on Cable T.V. is designed to:
4 1.☐ Promote cable television
87 2.☐ Restrict what is shown on cable television
9 8.☐ I don't know what it would do

Please go to page 2. ➡

13. In the election today there were 6 ballot propositions. How much attention did you pay to news and information about these proposisitions?

33 1.☐ A lot
48 2.☐ Some
15 3.☐ A little
4 4.☐ None

14. How did you just vote on Initiative A, the Cable T.V. Decency Act?

37 1.☐ For
59 2.☐ Against
1 3.☐ Did not vote on this proposition
1 8.☐ Cannot remember how I voted
2 9.☐ Prefer not to say

15. What was your most important source of information on Initiative A?

48 1.☐ Television
8 2.☐ Radio
18 3.☐ Newspaper
10 4.☐ Word-of-mouth
3 5.☐ Religious leader
11 6.☐ Voter pamphlet
9 7.☐ Some other source
2 8.☐ Didn't pay much attention to the proposition

16. Generally speaking do you consider yourself to be:

11 1.☐ Strong Democrat
5 2.☐ Not so strong Democrat
9 3.☐ Independent leaning Democrat
13 4.☐ Independent
18 5.☐ Independent leaning Republican
10 6.☐ Not so strong Republican
27 7.☐ Strong Republican
3 8.☐ Other
5 9.☐ Prefer not to say

17. Was there ever a time when you thought of yourself as being affiliated with another party?

23 1.☐ Yes
69 3.☐ No
9 8.☐ Don't know

18. Compared to a year ago, is your family's economic situation:

46 1.☐ Better today
15 2.☐ Worse today
38 3.☐ About the same
1 8.☐ Don't really know

19. During the next year, do you think your family's finances will:

51 1.☐ Get better
7 2.☐ Get worse
32 3.☐ Stay the same
10 8.☐ Don't know

20. On most political matters do you consider yourself:

14 1.☐ Strongly conservative
44 2.☐ Moderately conservative
21 3.☐ Neither, middle of the road
11 4.☐ Moderately liberal
2 5.☐ Strongly liberal
8 8.☐ Don't know, no opinion

21. In general, which do you rely on most for news about politics and current events?

62 1.☐ Television
24 2.☐ Newspapers
3 3.☐ Magazines
8 4.☐ Radio
3 5.☐ Other
1 6.☐ Don't pay attention to the news

22. How often do you read the newspaper?

51 1.☐ Every day
25 2.☐ A few times a week
11 3.☐ Once a week
8 4.☐ Less than once a week
5 5.☐ Don't read the newspaper

23. Mark an "X" to show your general attitude toward each of the following people. As of today, what is your impression of:

| | Favorable | Unfavorable | Don't know |
|---|---|---|---|
| A. Walter Mondale | 28☐ 1 | 66☐ 3 | 5☐ 8 |
| B. Jake Garn | 62☐ 1 | 33☐ 3 | 15☐ 8 |
| C. Geraldine Ferraro | 31☐ 1 | 59☐ 3 | 10☐ 8 |
| D. George Bush | 66☐ 1 | 24☐ 3 | 11☐ 8 |
| E. Edward Kennedy | 30☐ 1 | 52☐ 3 | 17☐ 8 |
| F. Norm Bangerter | 66☐ 1 | 24☐ 3 | 10☐ 8 |
| G. George Brewster | 8☐ 1 | 15☐ 3 | 77☐ 8 |
| H. Scott Matheson | 78☐ 1 | 15☐ 3 | 7☐ 8 |
| I. Ronald Reagan | 78☐ 1 | 19☐ 3 | 3☐ 8 |
| J. Wayne Owens | 63☐ 1 | 23☐ 3 | 15☐ 8 |

24. In Utah elections in general, how much does a candidate's religious affiliation influence your vote?

8 1.☐ Very much
21 2.☐ Somewhat
13 3.☐ A little
54 4.☐ Not at all
4 8.☐ Haven't thought much about it

25. Political parties have been running women for Congress, the U.S. Senate and Vice-President. How do you feel about this trend?

6 1.☐ I think women should choose other pursuits.
11 2.☐ I think men are generally better suited for office.
47 3.☐ I think women are equally well suited for public office.
2 4.☐ I think women are generally better suited for office.
34 8.☐ The sex of the candidate makes no difference to me.

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26. Are you or anyone living in your household a union member?
18 1.☐ Yes
81 3.☐ No
1 9.☐ Prefer not to say

27. What was the last year of school you completed?
1 1.☐ Eighth grade or less
4 2.☐ Some high school
24 3.☐ High school graduate
38 4.☐ Some college
21 5.☐ College graduate
12 6.☐ Post-graduate

28. What was your 1983 family income:
9 1.☐ Under $10,000
14 2.☐ $10,000-$14,999
28 3.☐ $15,000-$24,999
29 4.☐ $25,000-$39,999
10 5.☐ $40,000-$49,999
10 6.☐ Over $50,000

29. What, if any, is your religious prefernce?
8 1.☐ Protestant
6 2.☐ Catholic
72 3.☐ Mormon
- 4.☐ Jewish
3 5.☐ Other
8 6.☐ No preference, no religious affiliation
3 9.☐ Prefer not to say

30. How active do you consider yourself in the practice of your religious preference?
53 1.☐ Very active
21 2.☐ Somewhat active
12 3.☐ Not very active
11 4.☐ Not active
4 9.☐ Prefer not to say

31. About how often do you attend religious services?
64 1.☐ Weekly
8 2.☐ Monthly
3 3.☐ On holidays
16 4.☐ Rarely
10 5.☐ I do not attend a church

32. Are you:
3 1.☐ Hispanic
1 2.☐ Black
- 3.☐ Oriental
96 4.☐ White
1 5.☐ American Indian

33. What year were you born?_____

34. Are you
51 1.☐ Male
49 2.☐ Female

To what extent do you agree or disagree with the following statements:

| | Strongly Agree | Agree | Somewhat Agree | Don't Know | Somewhat Disagree | Disagree | Strongly Disagree |
|---|---|---|---|---|---|---|---|
| A. One-party Republican rule would be a problem for Utah. | 27☐ 1 | 16☐ 2 | 15 ☐ 3 | 15☐ 8 | 8 ☐ 4 | 15☐ 5 | 5☐ 6 |
| B. A person cannot be a good Mormon and a Democrat. | 4☐ 1 | 2☐ 2 | 4 ☐ 3 | 14☐ 8 | 7 ☐ 4 | 31☐ 5 | 39☐ 6 |
| C. Utah Democrats are different from national Democrats. | 6☐ 1 | 16☐ 2 | 17 ☐ 3 | 29☐ 8 | 6 ☐ 4 | 17☐ 5 | 9☐ 6 |
| D. Republicans are more supportive of family values. | 8☐ 1 | 12☐ 2 | 13 ☐ 3 | 24☐ 8 | 6 ☐ 4 | 19☐ 5 | 18☐ 6 |

Thank you!

Time of interview_____ Military Time [2]

Your school_____ [1]

County/Precinct_____ [4]

Case I.D._____ [4]