

ICPSR 4162

**CBS News/MTV Monthly Poll,
September 2004**

Description

Inter-university Consortium for
Political and Social Research
P.O. Box 1248
Ann Arbor, Michigan 48106
www.icpsr.umich.edu

Bibliographic Description

ICPSR Study No.: 4162

Title: CBS News/MTV Monthly Poll, September 2004

Principal Investigator(s): CBS News

Music Television (MTV)

Series: CBS News/New York Times Poll Series

Bibliographic Citation: CBS News, and Music Television (MTV). CBS News/MTV Monthly Poll, September 2004. ICPSR04162-v1. Ann Arbor, MI: Inter-university Consortium for Political and Social Research [distributor], 2005-04-29. doi:10.3886/ICPSR04162.v1

Scope of Study

Summary: This poll is part of a continuing series of monthly surveys that solicit public opinion on the presidency and on a range of other political and social issues. Respondents were asked to give their opinions of the 2004 presidential campaign and the candidates, Republican incumbent George W. Bush and Democratic Senator John Kerry. Specific questions addressed the state of the national economy, the war in Iraq, terrorism/national security, the possibility of a military draft, and same-sex marriage. Respondents were also asked to assess the effectiveness of the political party conventions and specific political advertisements. This poll focused on respondents between the ages of 18 and 29, and many of the questions were directed accordingly. Participants were asked if they had voted in a presidential election before, what factors most influenced their electoral choices, how closely they were following the 2004 presidential election, and how important they believed voting to be. Background information on respondents includes voter registration status, political party affiliation, marital status, sex, religious affiliation, frequency of religious participation, education, age, ethnicity, and income.

Subject Term(s): Bush Administration (George W., 2001-2009), Bush, George W., Cheney, Dick, economic conditions, Edwards, John, gay marriage, Iraq War, Kerry, John, military draft, national economy, national elections, political advertising, political parties, presidential candidates, presidential elections, presidential performance, public opinion, religious beliefs, terrorism, voter attitudes, voter interest, voter preferences, voting behavior, young adults

Geographic Coverage: United States

Time Period: • September 2004

Date(s) of Collection: • September 8, 2004 - September 13, 2004

Universe: Adult population of the United States aged 18 and over having a telephone at home.

Data Type: survey data

Data Collection Notes: There is a lack of consistency between the variables 'AGE - actual age' and 'AGEA - age group'. Nine respondents have 'AGE' values over 29 and one respondent has 'Refused' as their 'AGE' value. However every respondent in the dataset has an 'AGEA - age group' value of '18 through 29'.

Methodology

Sample: A variation of random-digit dialing using primary sampling units (PSUs) was employed, consisting of blocks of 100 telephone numbers identical through the eighth digit and stratified by geographic region, area code, and size of place. Within households, respondents were selected using a method developed by Leslie Kish and modified by Charles Backstrom and Gerald Hursh (see Backstrom and Hursh, SURVEY RESEARCH. Evanston, IL: Northwestern University Press, 1963).

Weight: The data contain weight variables that should be used for analysis.

Mode of Data Collection: telephone interviews

Access and Availability

Note: A list of the data formats available for this study can be found in the [summary of holdings](#). Detailed file-level information (such as record length, case count, and variable count) is listed in the [file manifest](#).

Original ICPSR Release: 2005-04-29

Dataset(s): • DS1: CBS News/MTV Monthly Poll, September 2004