

# National Public Radio

August 24, 2004

GREENBERG  
QUINLAN  
ROSNER  
RESEARCH INC



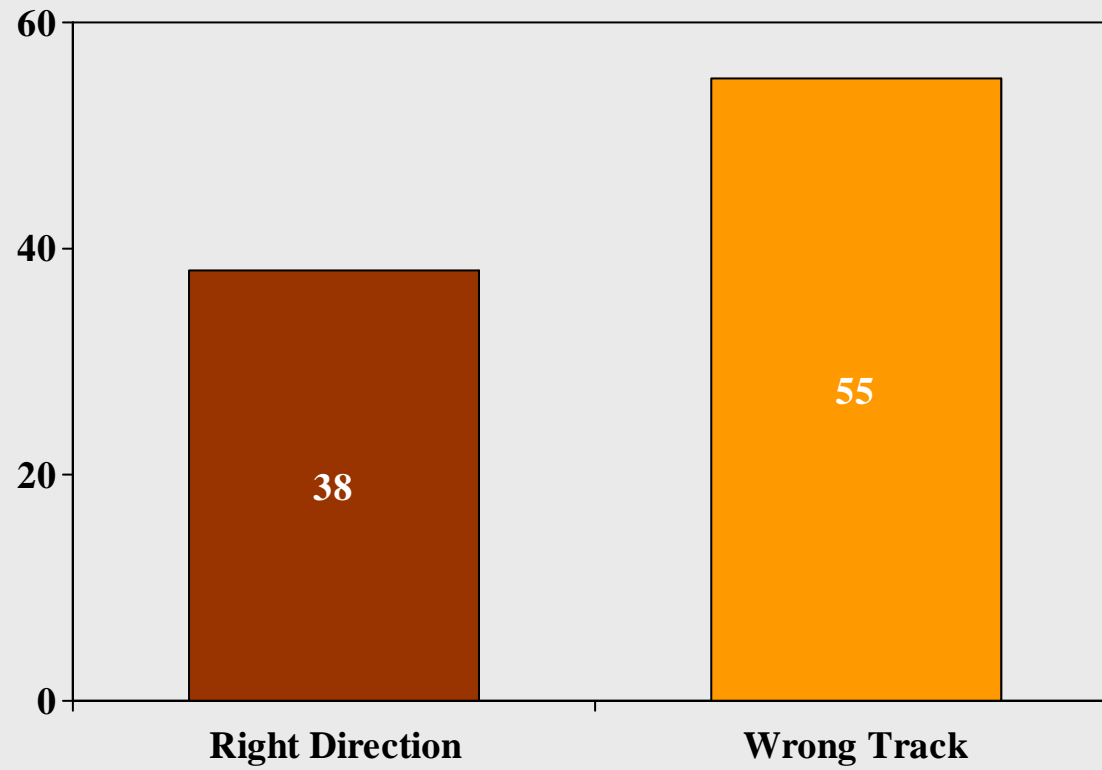


# Methodology

- **The reported results on public attitudes come from a national survey conducted by Greenberg Quinlan Rosner Research (GQR) and Public Opinion Strategies (POS) for National Public Radio (NPR). The firms, together with NPR, developed questions to inform a news segment for Morning Edition.**
- **With a view to the upcoming elections, the survey was conducted with likely voters. All participants were registered voters, voted in the 2000 presidential election or the 2002 congressional elections (or were not eligible) and indicated they were almost certain or certain to vote in 2004. The sample of potential respondents was generated by random digit dial methodology. GQR interviewed 800 voters, with a margin of error of +/- 3.5 percent.**



# Direction of the Country



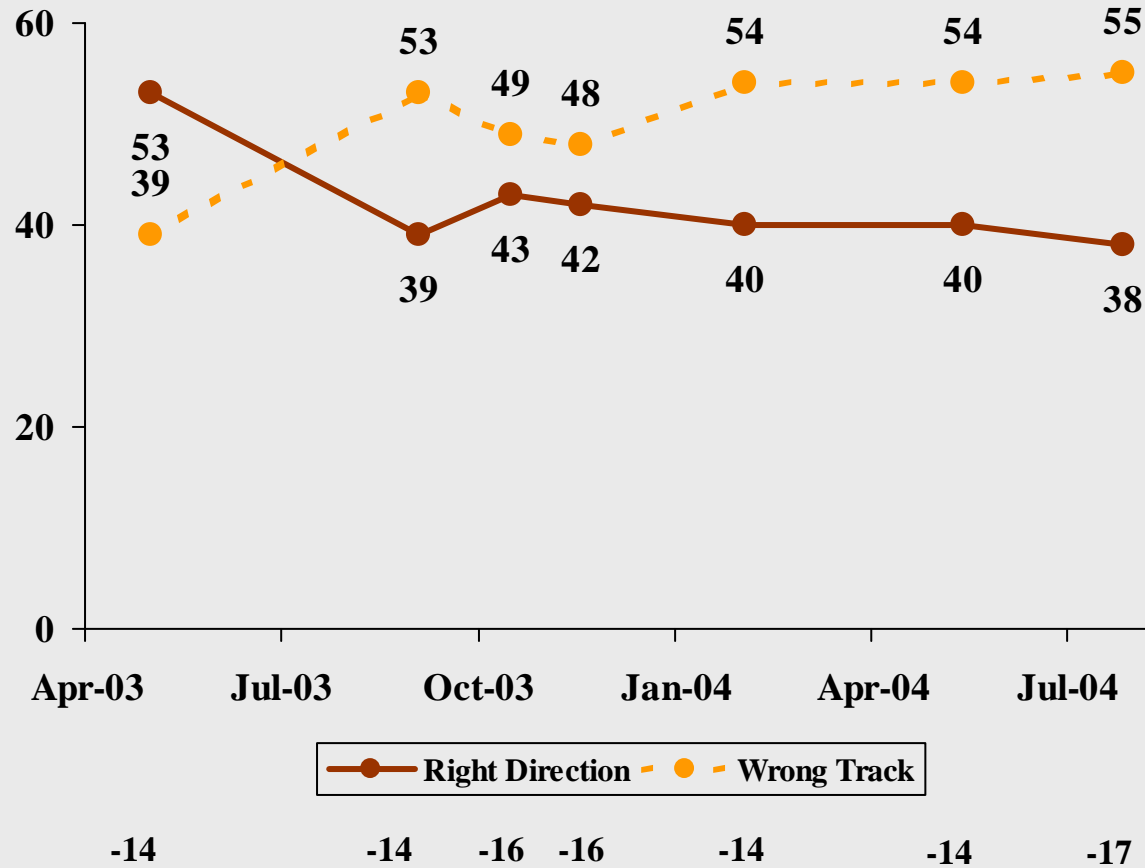
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Figure # 2

*“Generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?”*



# Direction of the Country



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Figure # 3

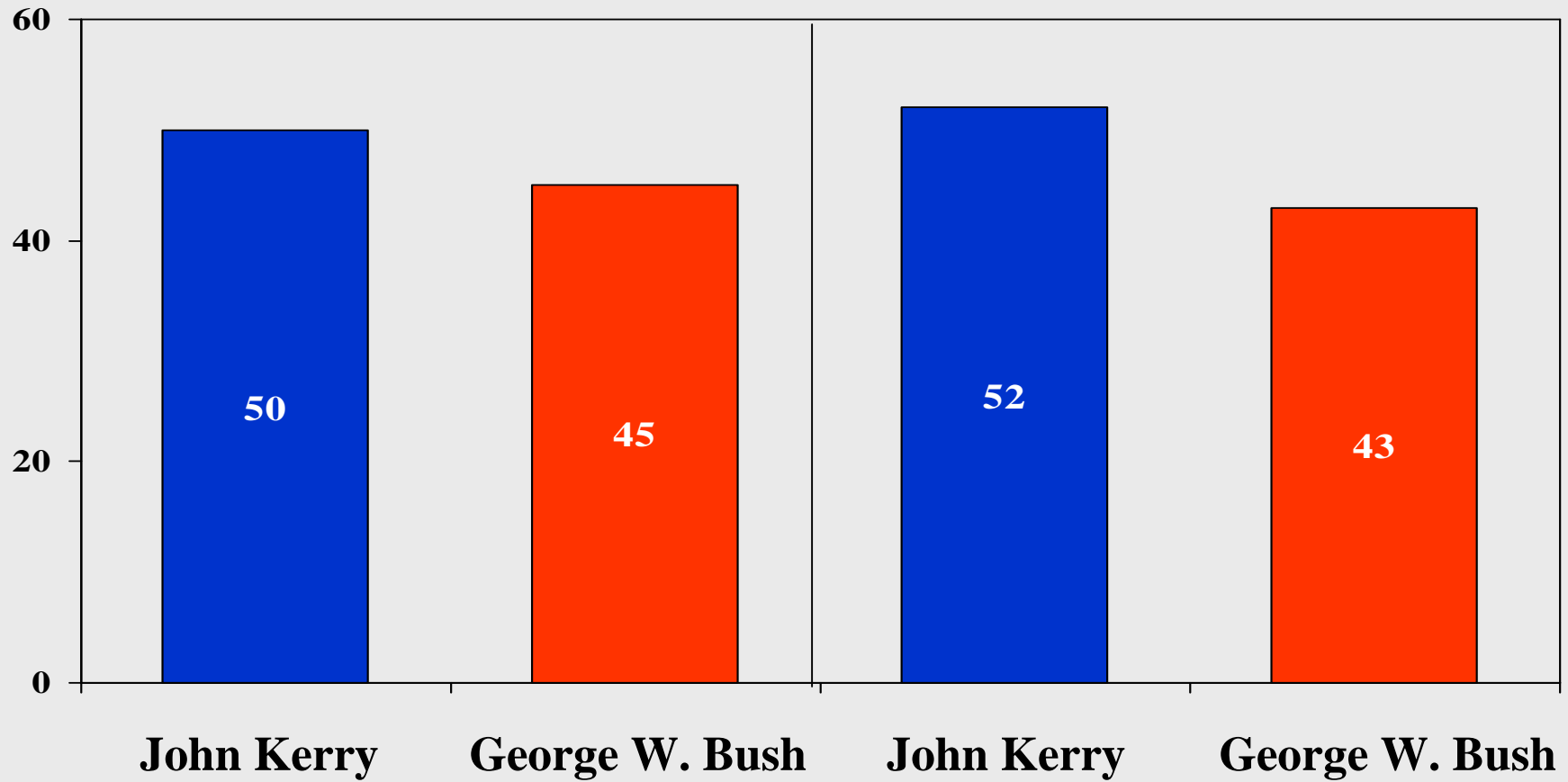
*“Generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?”*



# Presidential Vote

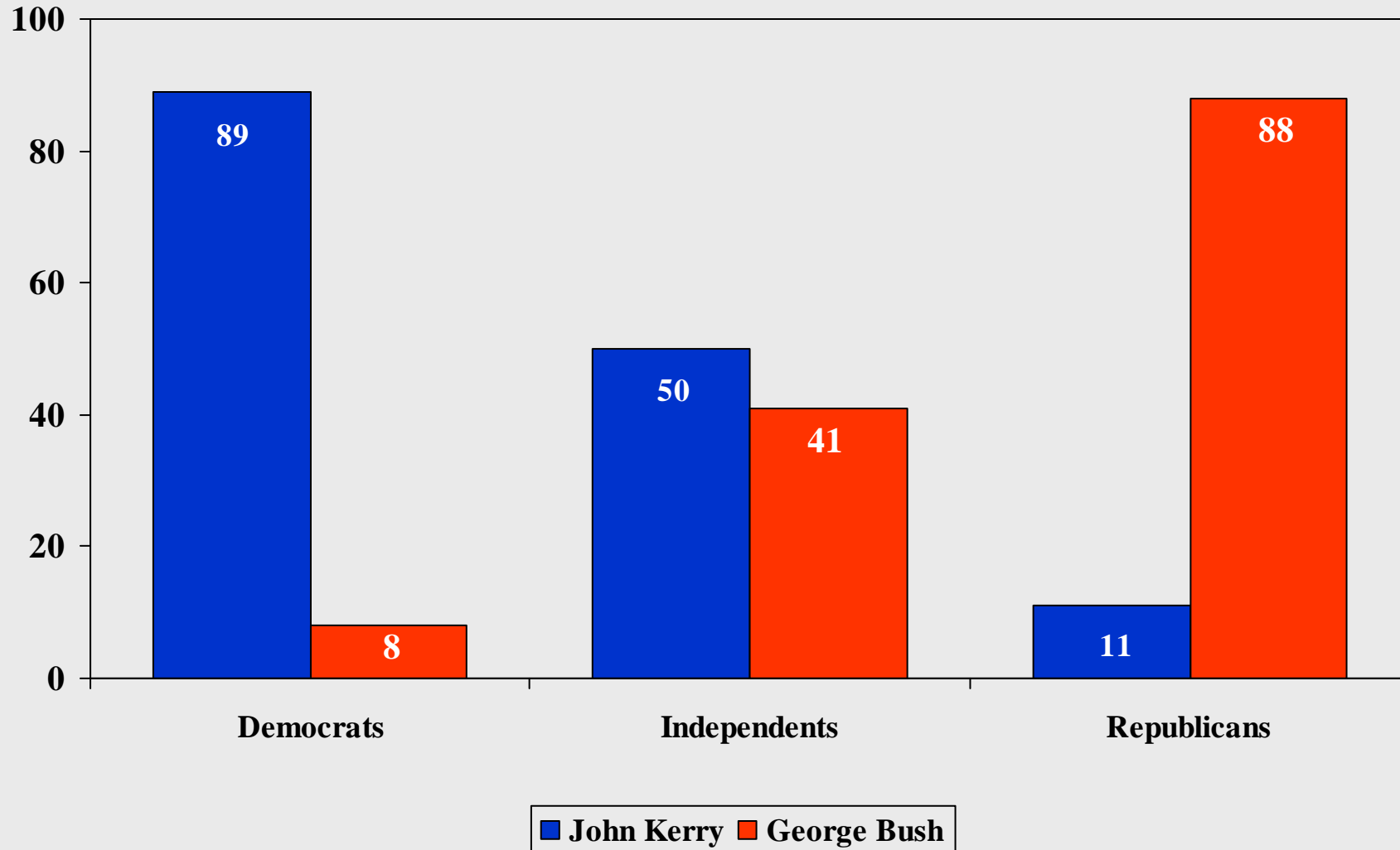
## National

## Battleground States



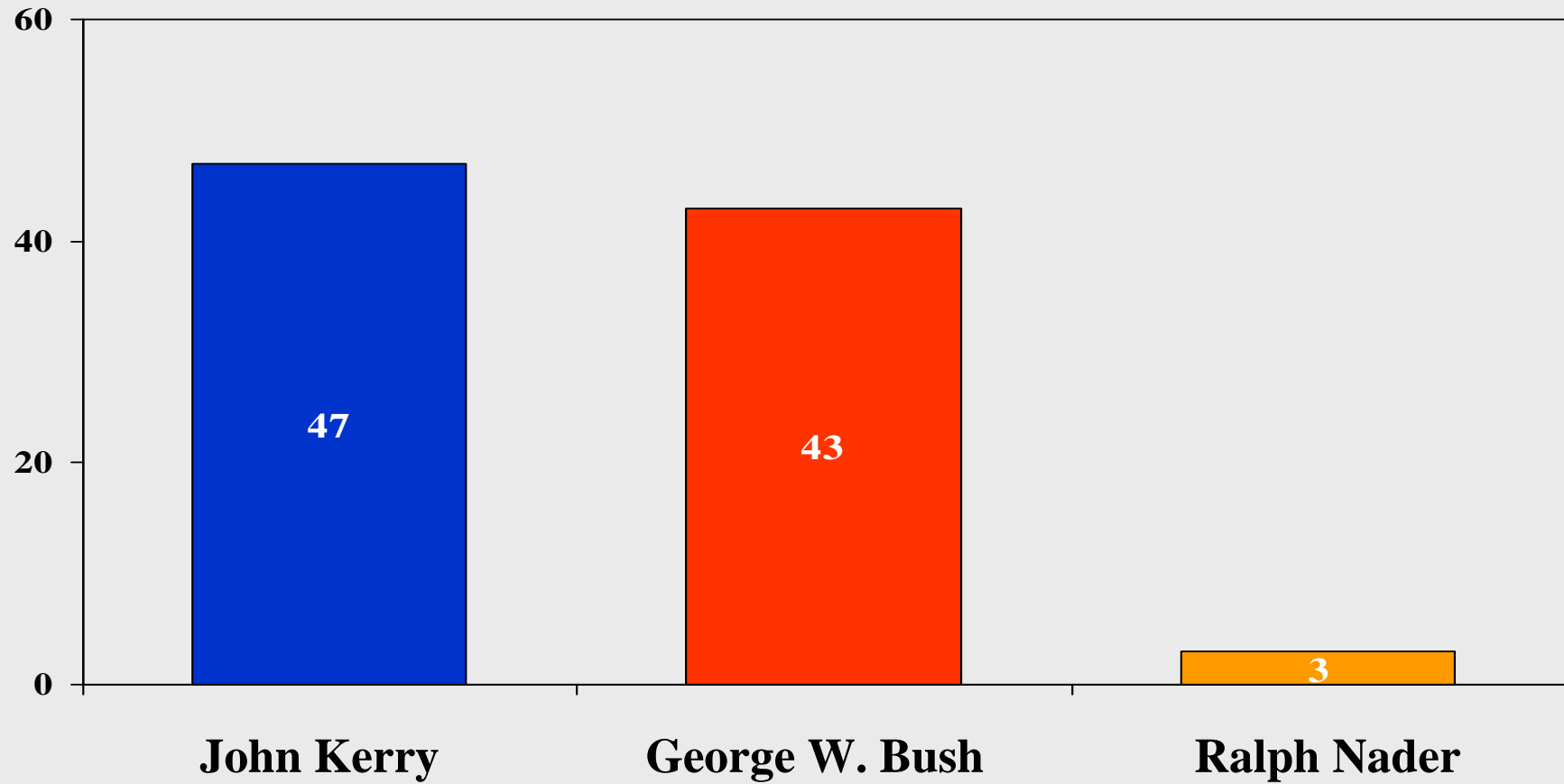


# Presidential Vote by Party



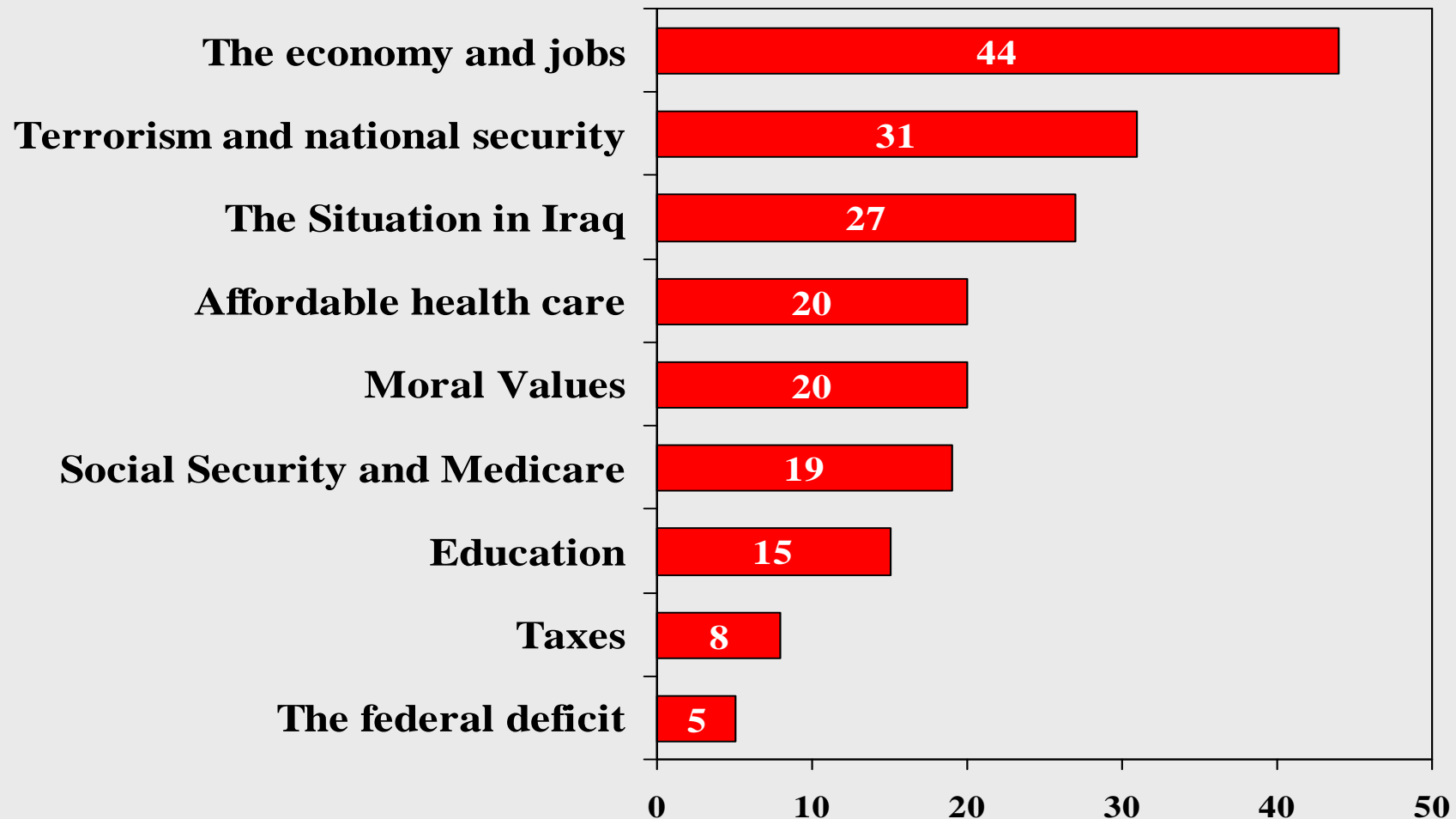


# 3-Way Presidential Vote





# Most Important Issues



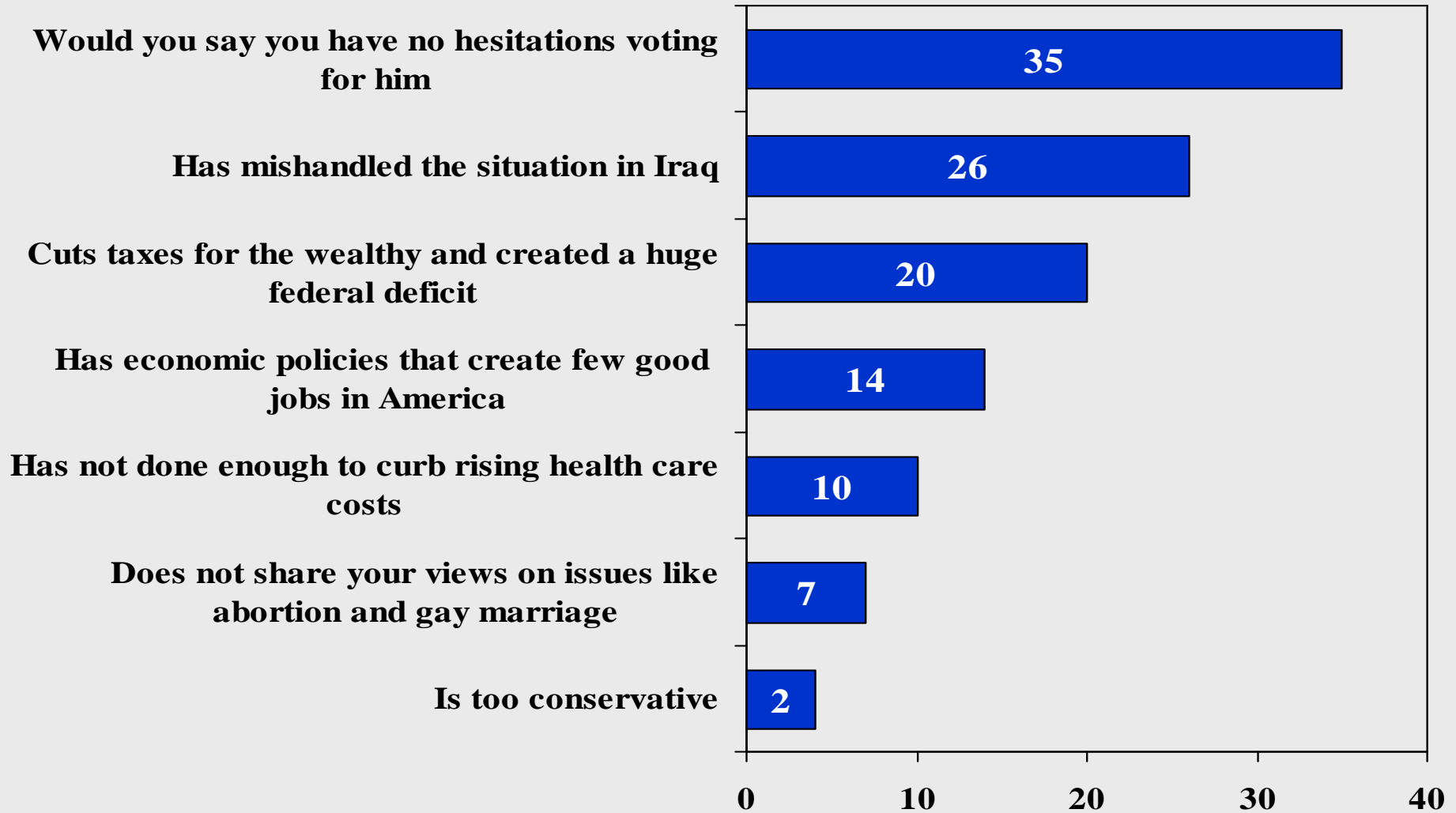
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Figure # 7

*“And, which one of the following areas would be TWO MOST important to you in deciding how to vote for a candidate for President?”*

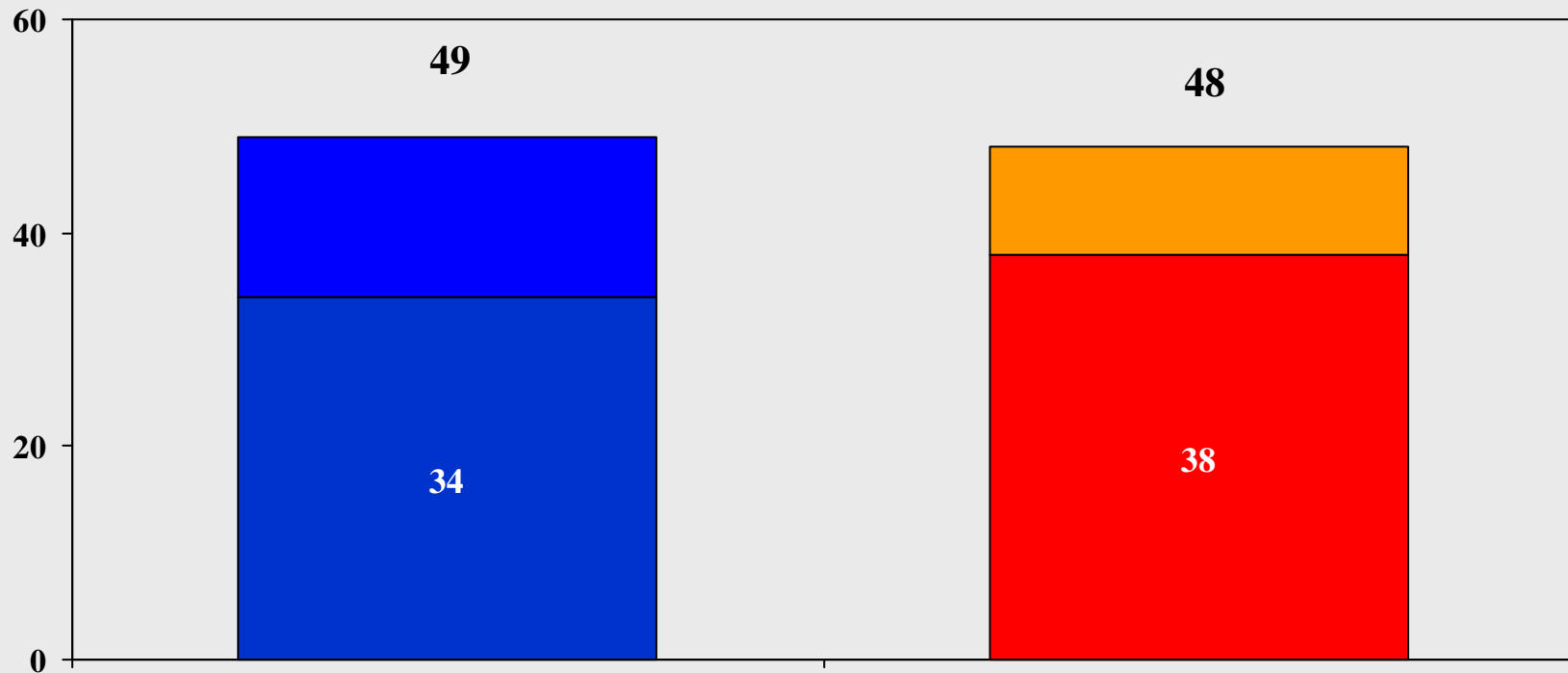


# Doubts about Bush





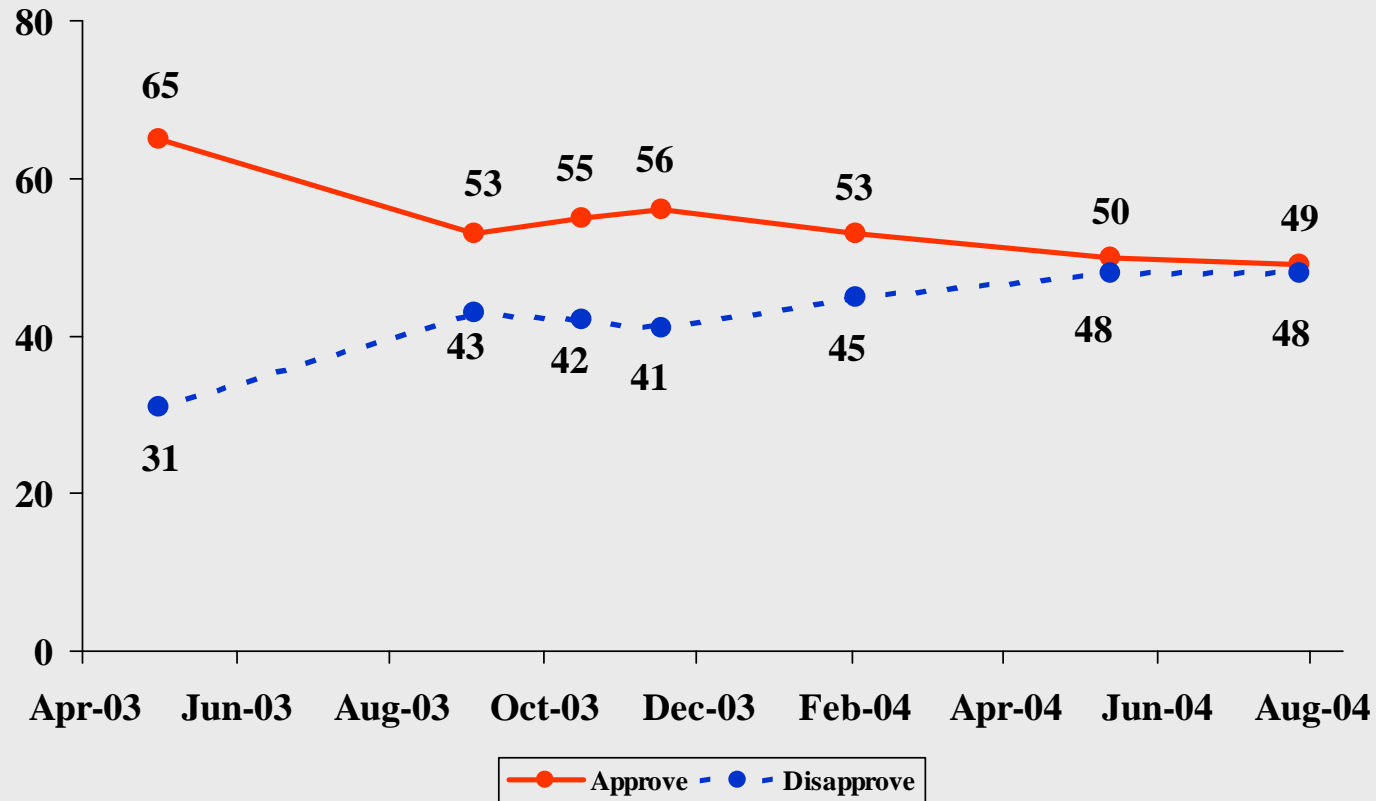
# Bush Job Approval



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



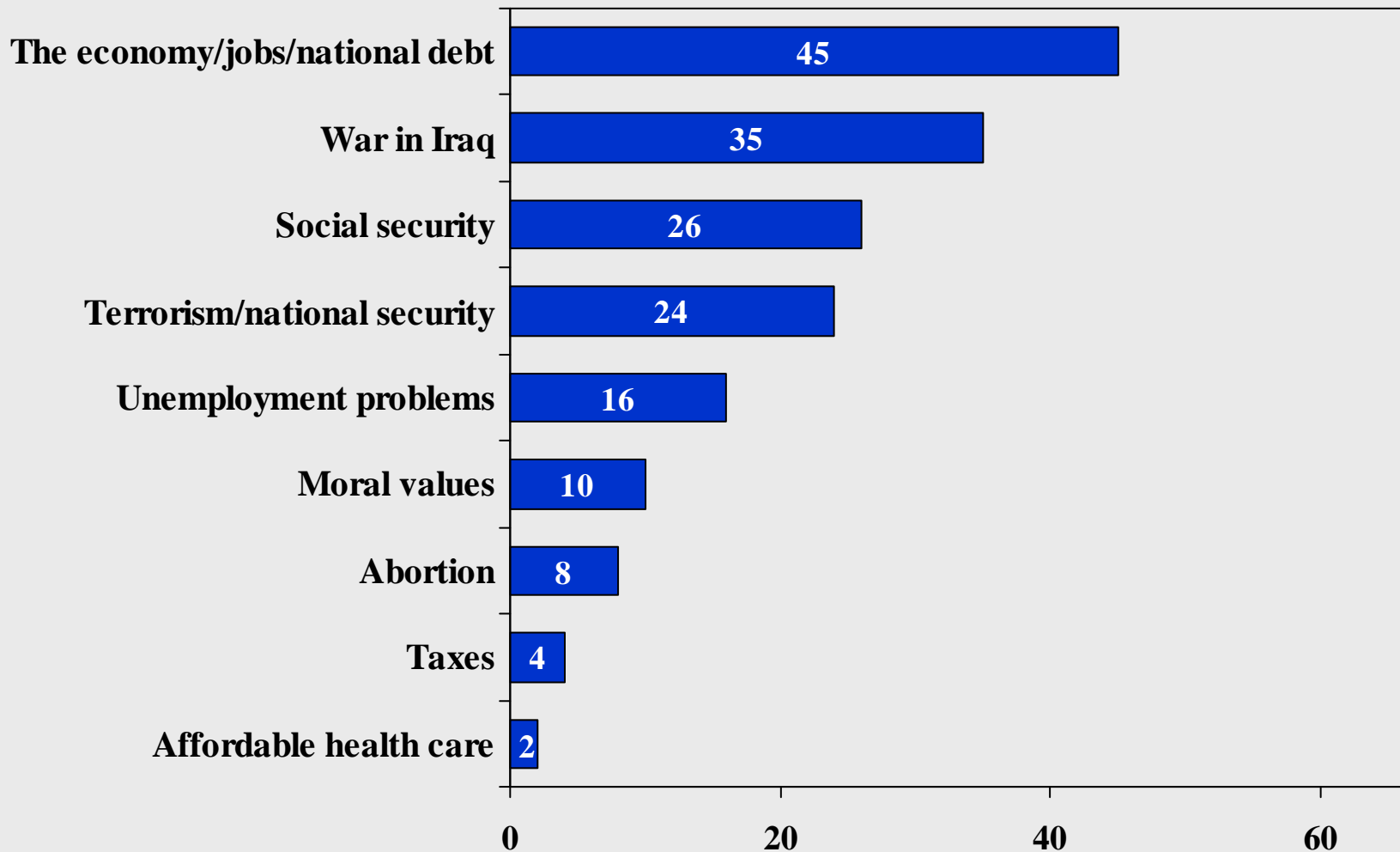
# Bush Job Approval





# Issues Wanted Addressed at the Convention

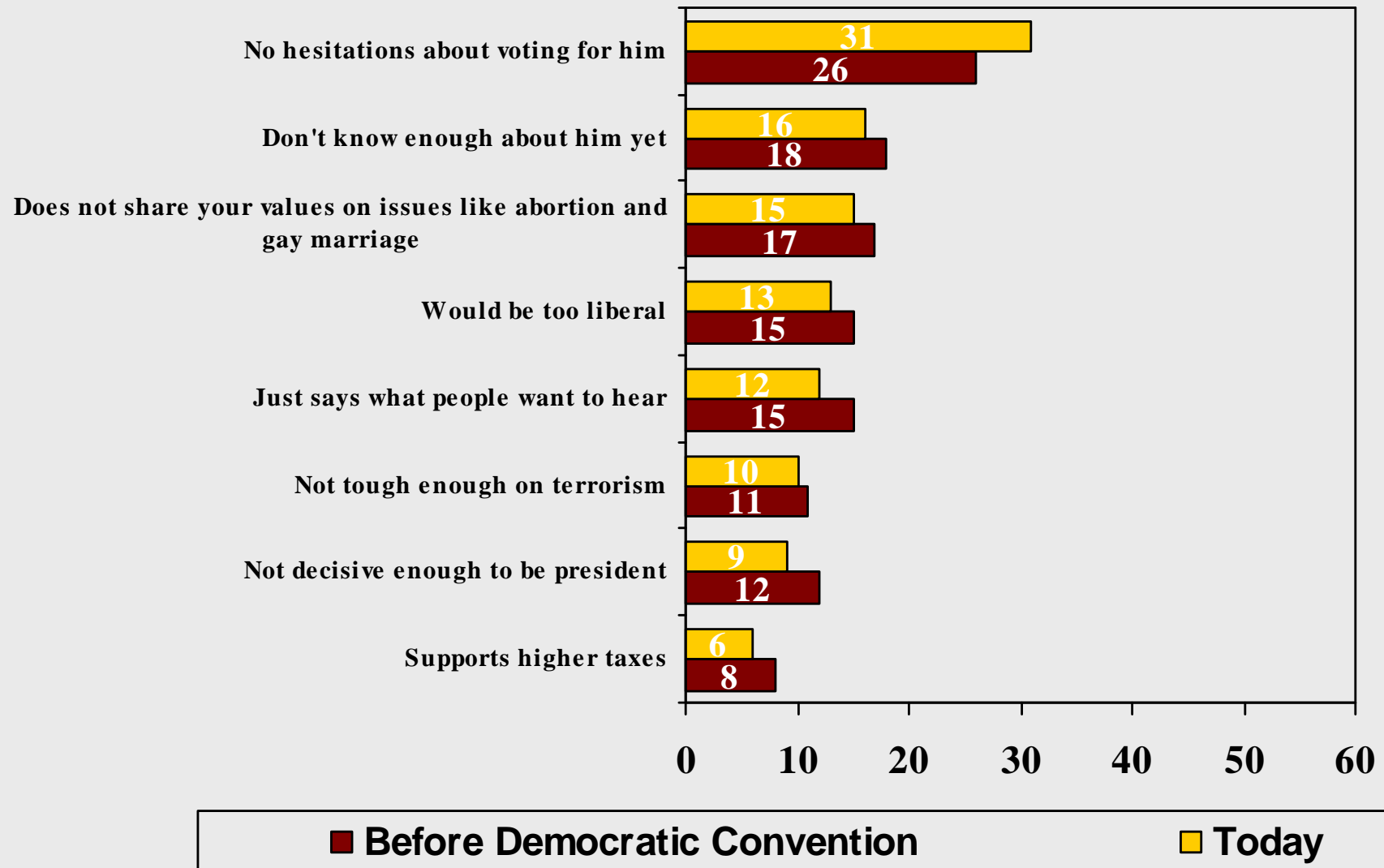
Among those who know Bush well and interested in hearing more





# Doubts about Kerry

## Before the Democratic convention and today



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Figure # 12

*And from the following list, if you do have one or two doubts or concerns about John Kerry, would you say it is that John Kerry...*

# The Two Conventions

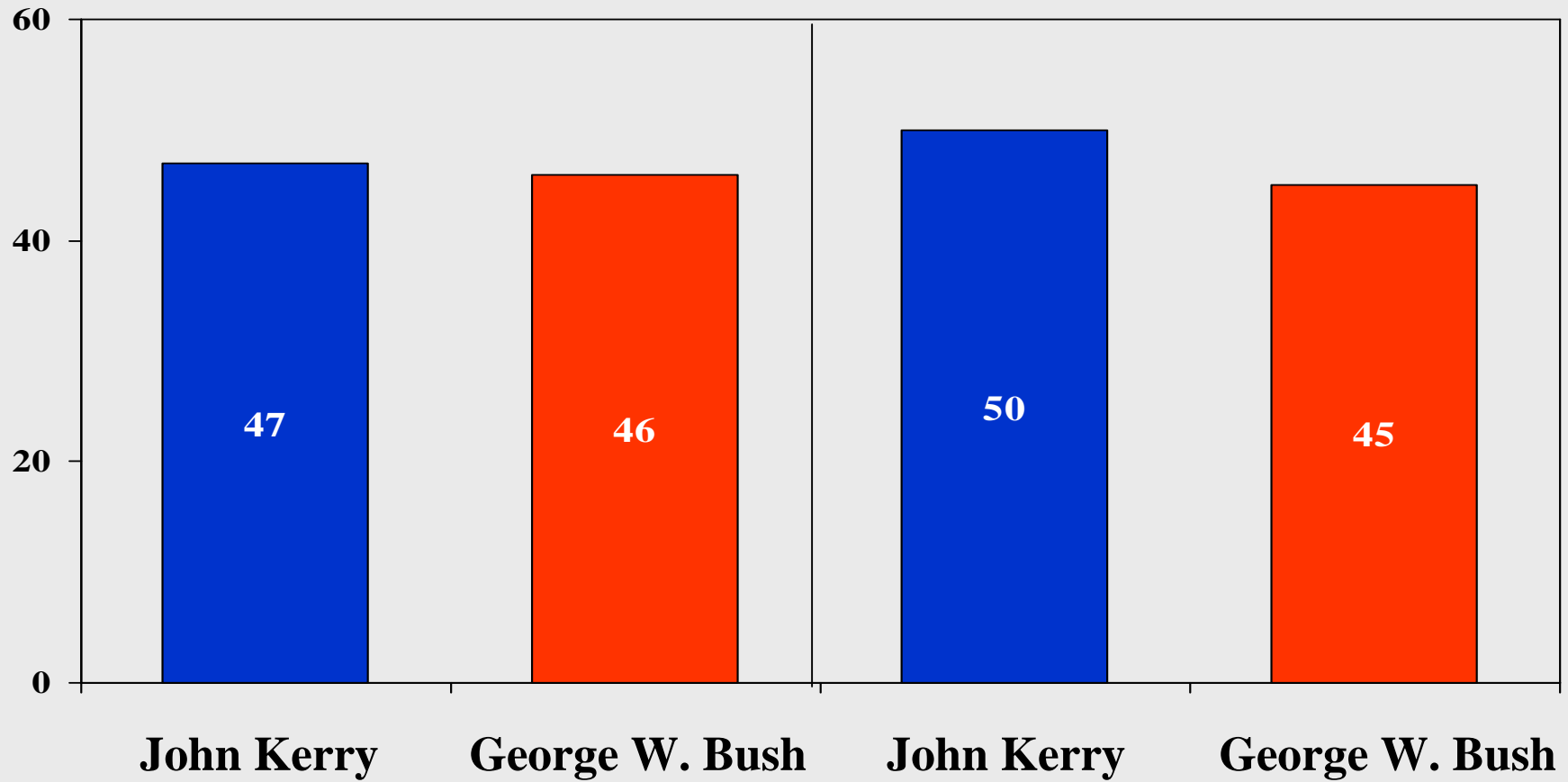
## Comparison Between Last Two NPR Polls



# Presidential Vote

**July 20, 2004**

**August 24, 2004**





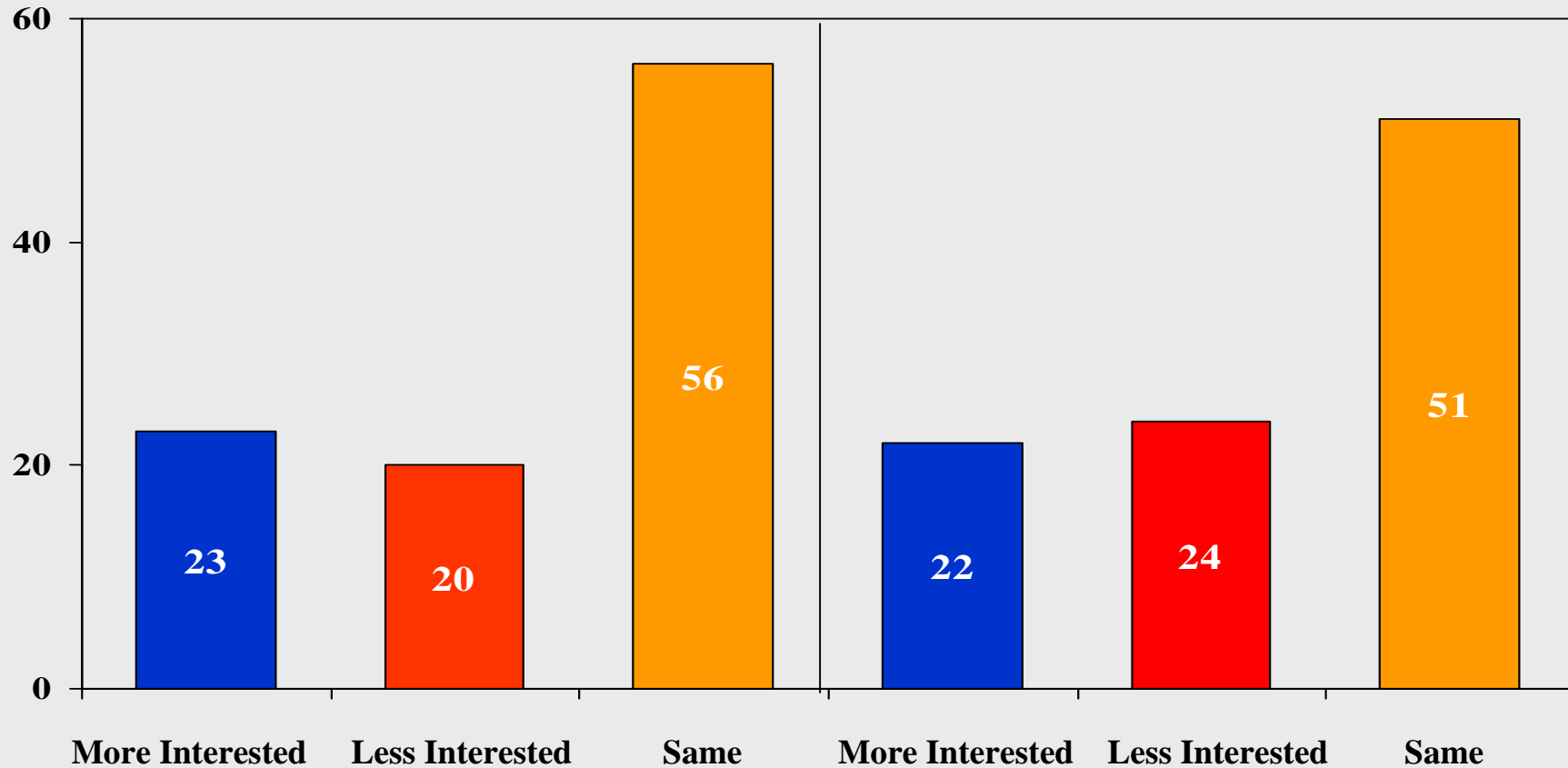
# Interest in the Conventions

## Democratic Convention

Poll conducted 7/20/04

## Republican Convention

Poll conducted 8/24/04



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Figure # 15

*As you may be aware, the Democratic/Republican National Convention will be held in Boston/New York later this month. Now, compared to past Democratic/Republican conventions, how interested are you in the upcoming Democratic/Republican convention - more interested, less interested, or is your interest level about the same?"*



# Interest in the Conventions

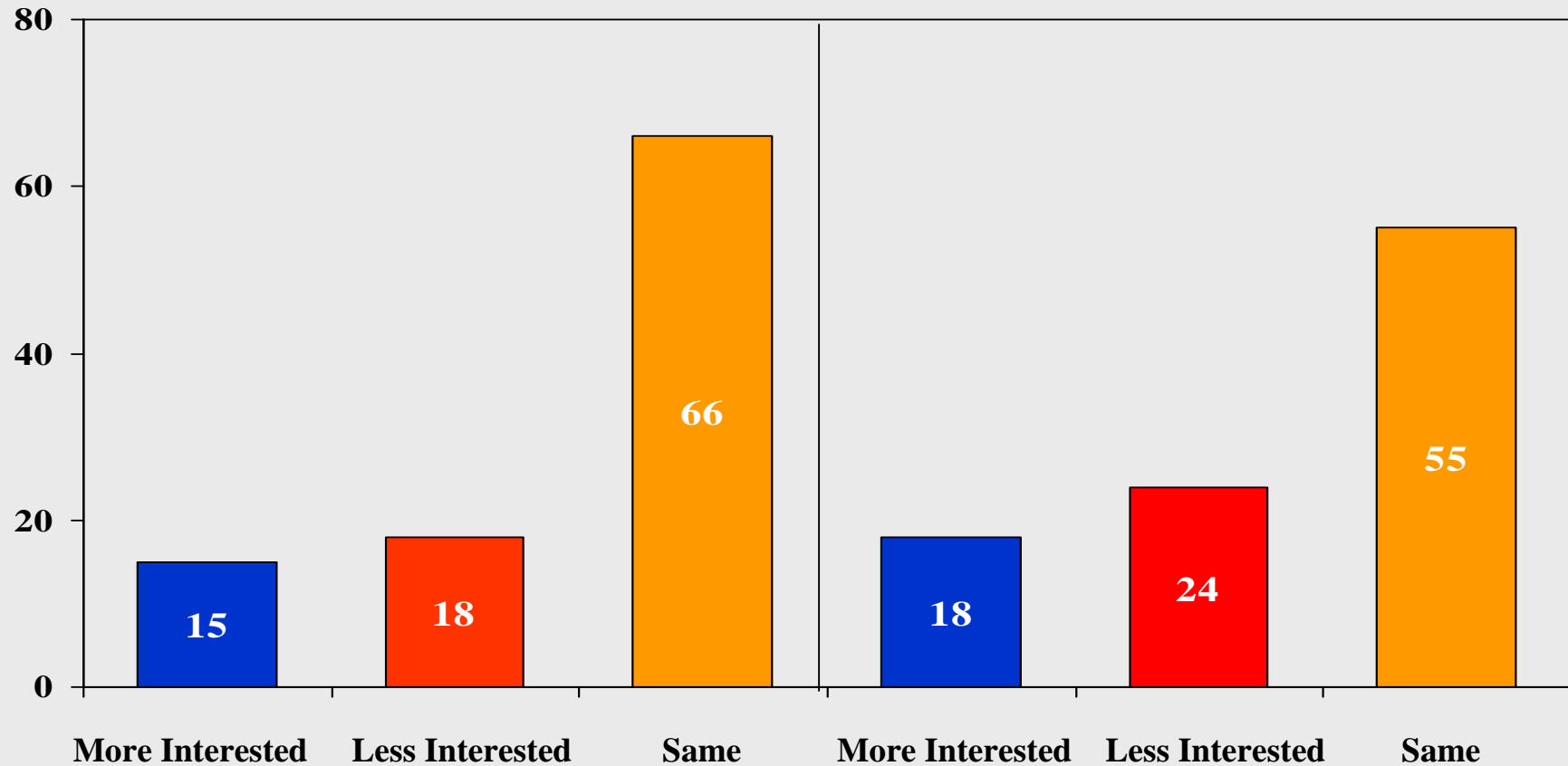
## Independents

### Democratic Convention

Poll conducted 7/20/04

### Republican Convention

Poll conducted 8/24/04

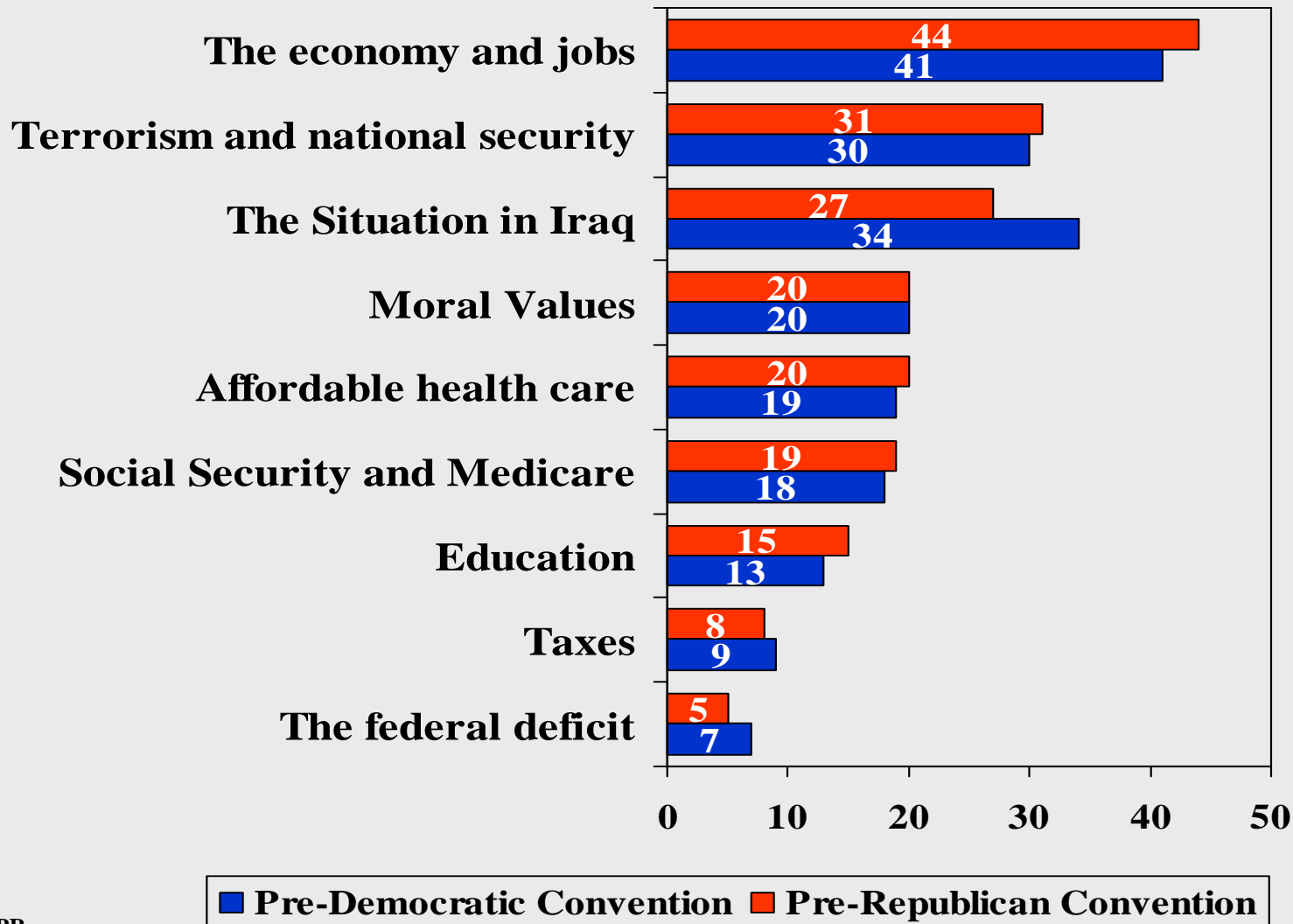


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Figure # 16

*As you may be aware, the Democratic/Republican National Convention will be held in Boston/New York later this month. Now, compared to past Democratic/Republican conventions, how interested are you in the upcoming Democratic/Republican convention - more interested, less interested, or is your interest level about the same?"*



# Most Important Issues



NPR

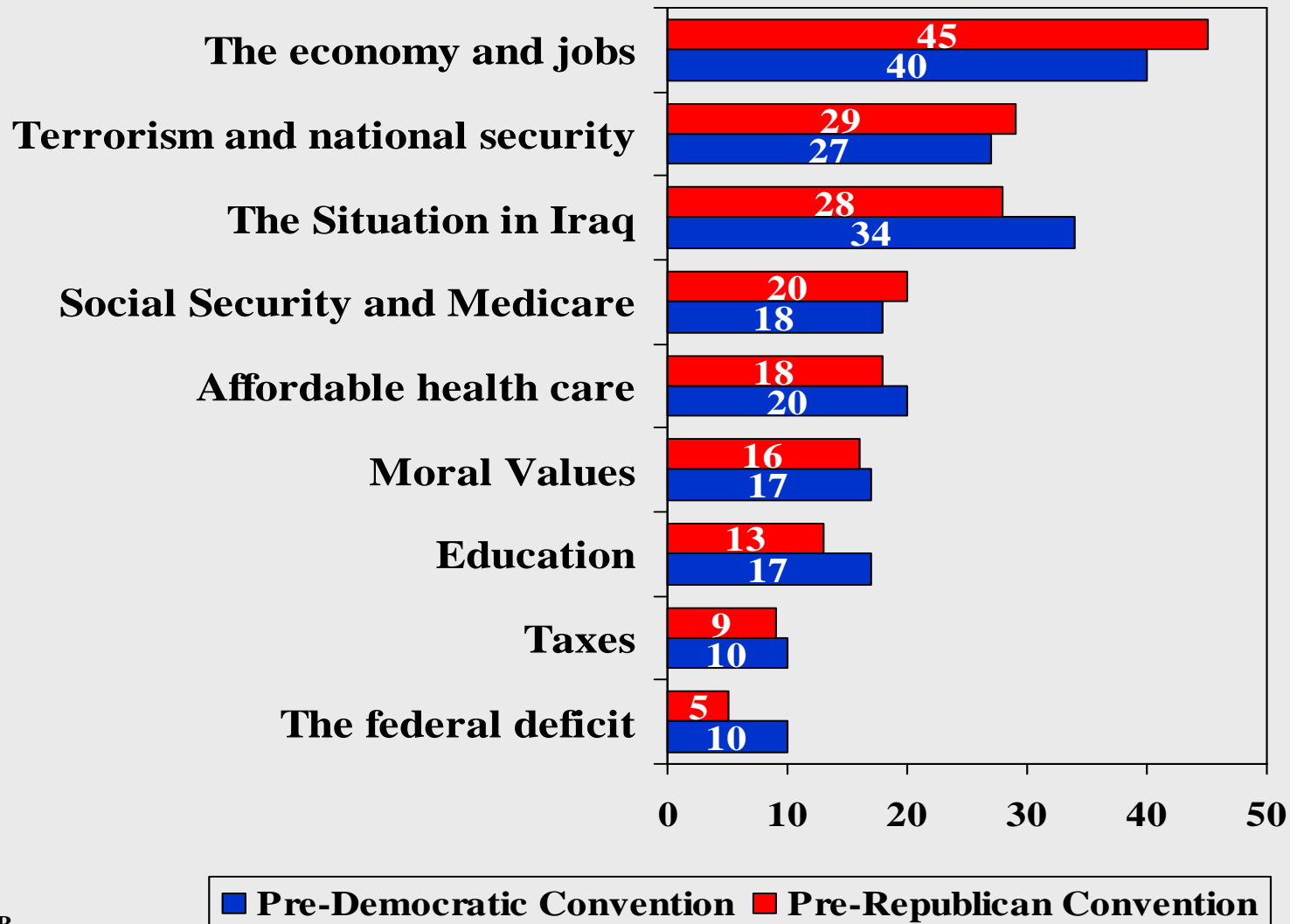
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Figure # 17

*“And, which one of the following areas would be TWO MOST important to you in deciding how to vote for a candidate for President?”*



# Most Important Issues

## Independents

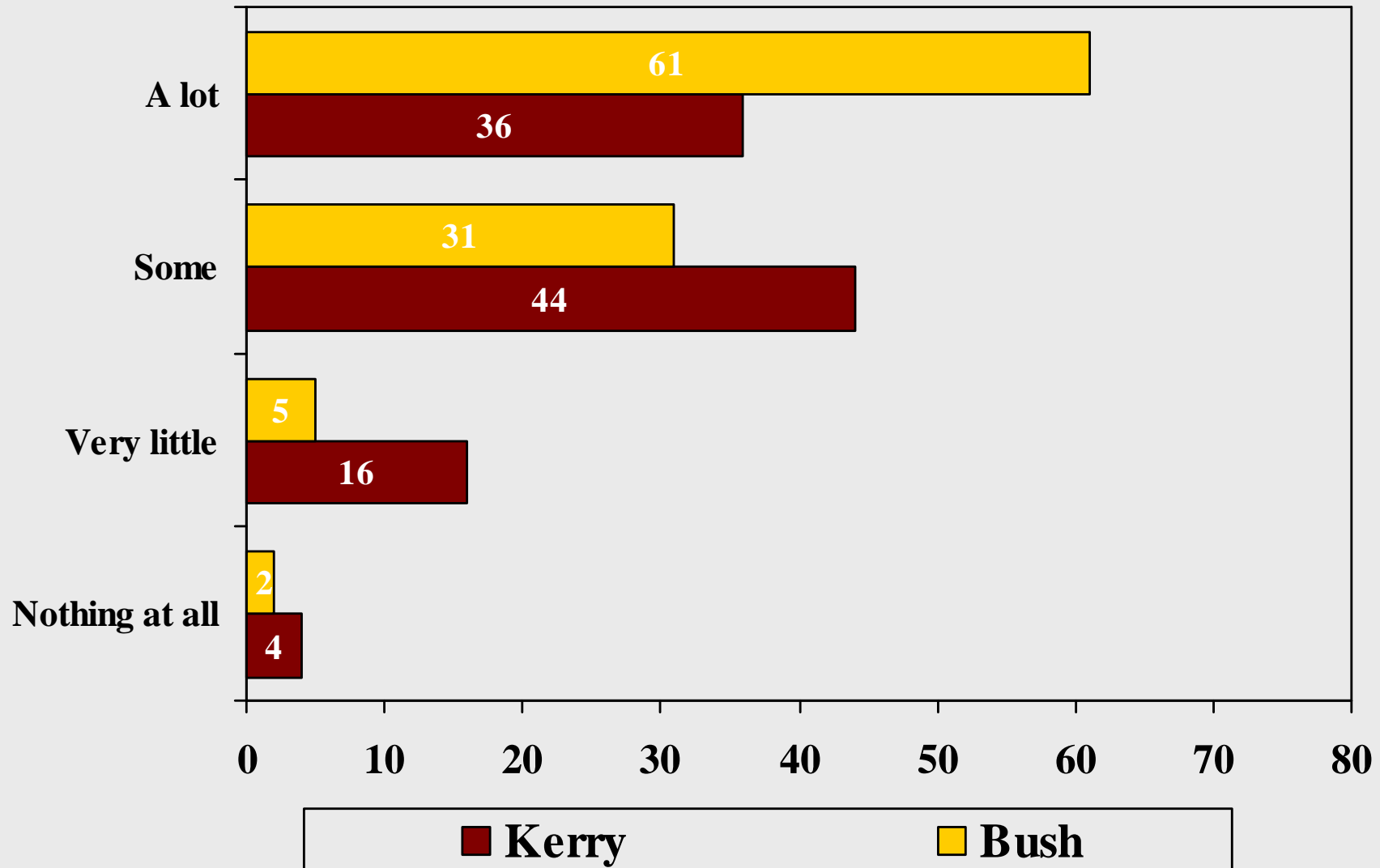


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Figure # 18

*“And, which one of the following areas would be TWO MOST important to you in deciding how to vote for a candidate for President?”*



# Knowledge of Bush/Kerry background and positions

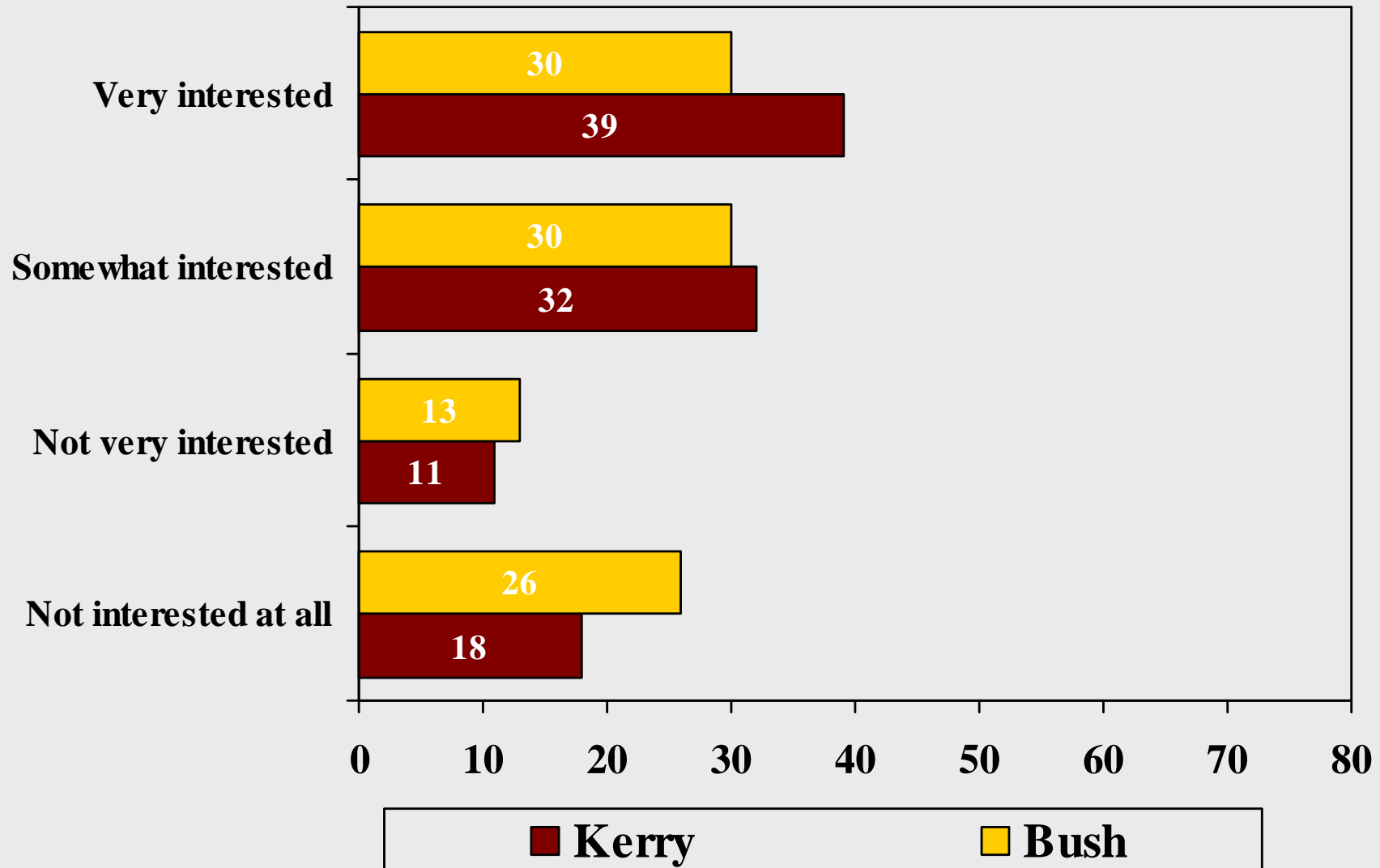


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Figure # 19

*And as you look ahead to the Republican convention, how much would you say you already know about George Bush's background, experience, and position on major national issues? Do you already know*



## Interest in Bush/Kerry background and positions



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Figure # 20

*And how interested would you say you are in learning more about George Bush's background and position on major national issues? Would you say you are*