



# National Public Radio National Survey

July 2004



# Methodology

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The reported results on public attitudes come from a national survey conducted by Public Opinion Strategies and Greenberg Quinlan Rosner Research for National Public Radio (NPR) July 18-20, 2004. The firms, together with NPR, developed questions to inform a news segment for Morning Edition. This is our fifteenth survey in the NPR series. This is our seventh survey of the 2004 election cycle.

The sample of potential respondents was generated by random digit dial methodology. The sample size for this survey was 800 registered likely voters with a margin of error of  $\pm 3.46\%$ .

# **Table of Contents**

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**I. Key National Political Data**

**II. Looking at Interest in the Election and the Presidential Ballot**

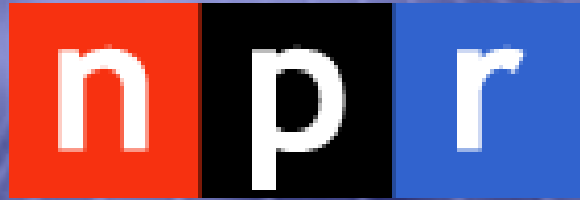
**III. The National Issue Agenda**

**IV. Profiling Persuadable Voters**

**V. A Look Ahead to the Democratic Convention**

**VI. Confidence in the American Electoral System**

**VII. Terrorist Attacks/A Delay in the Election**



# Key National Political Data

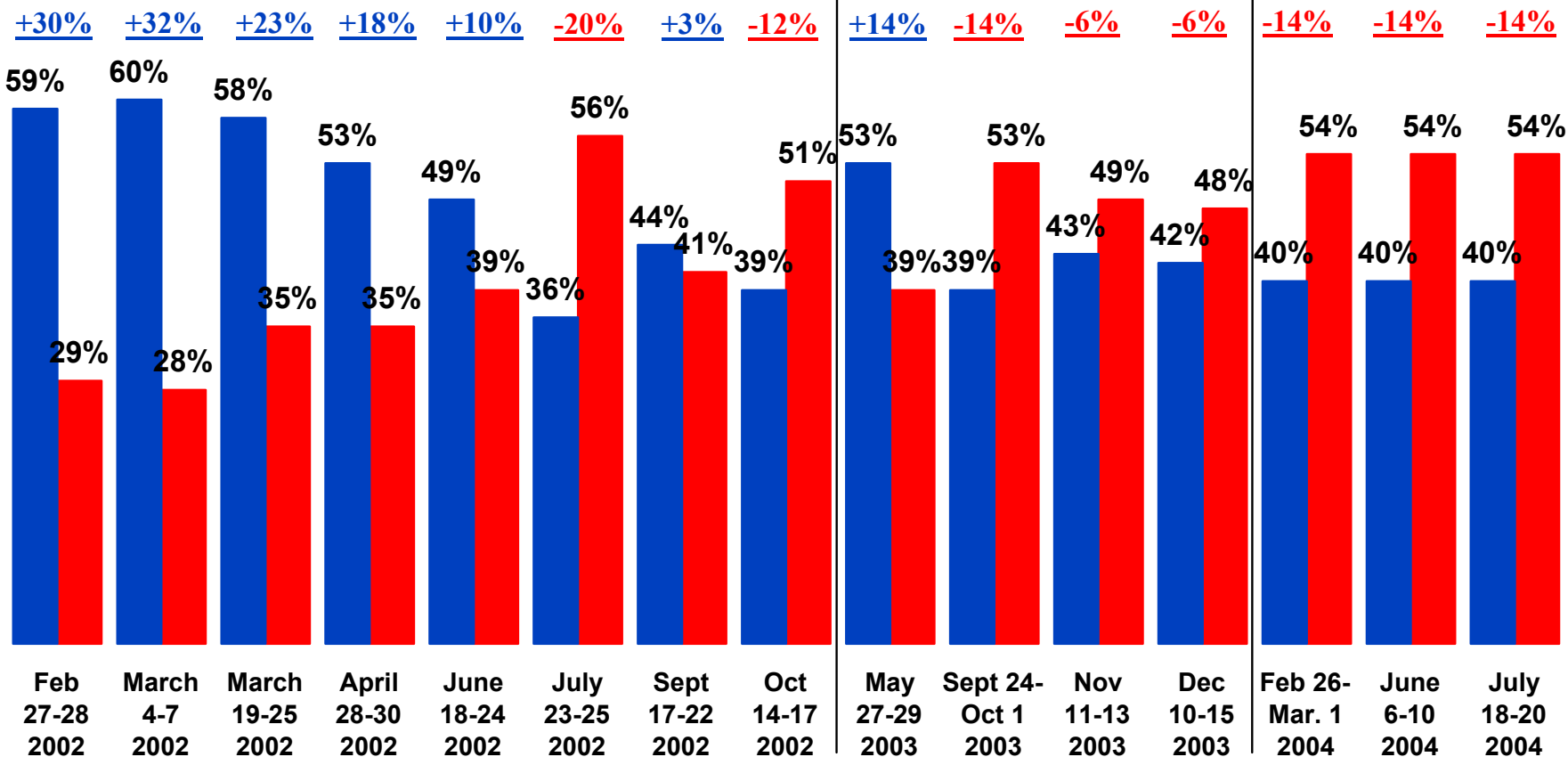


# A majority of American voters continue to say the country is off on “the wrong track.”

2002

2003

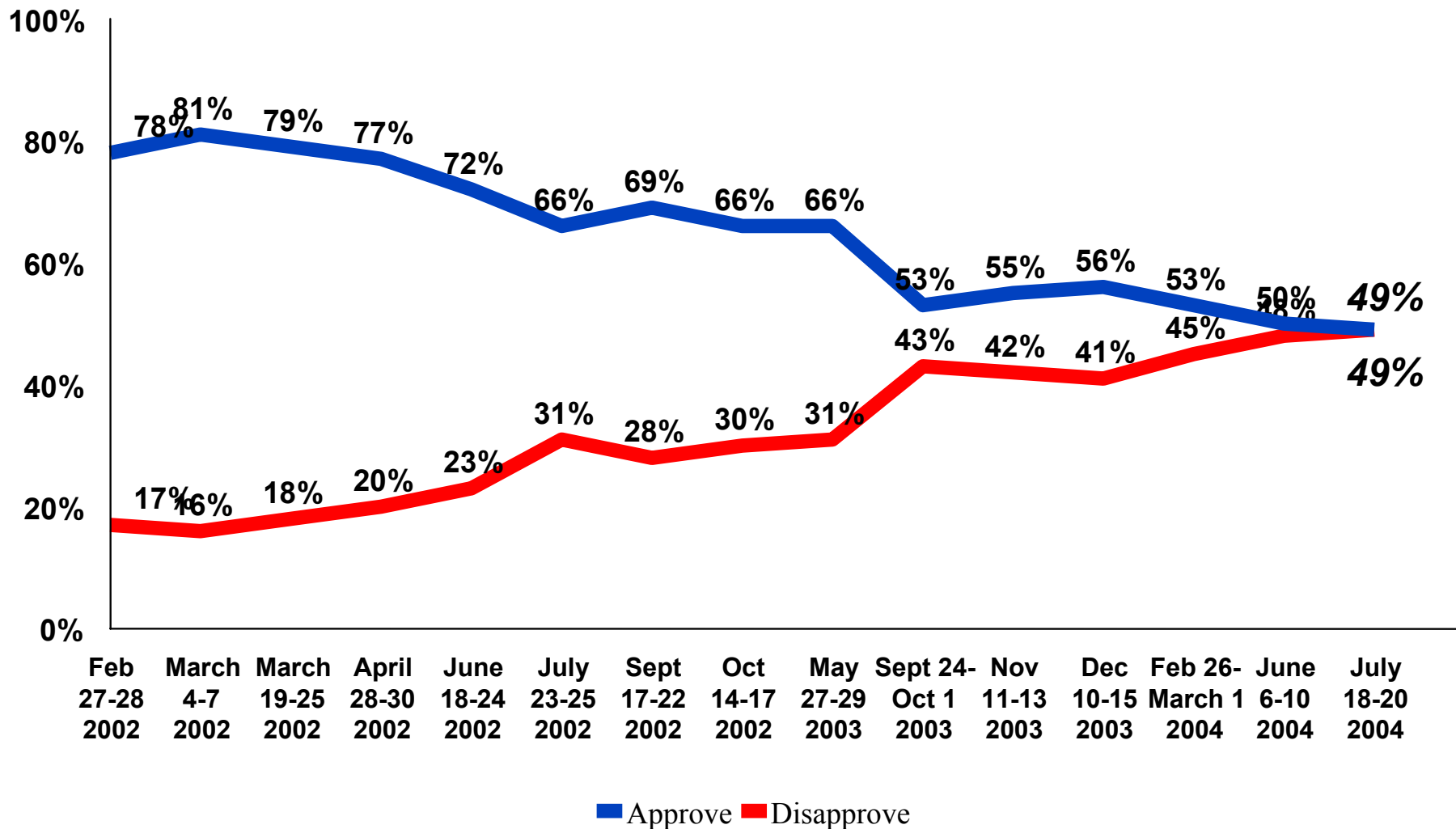
2004



■ Right Direction ■ Wrong Track

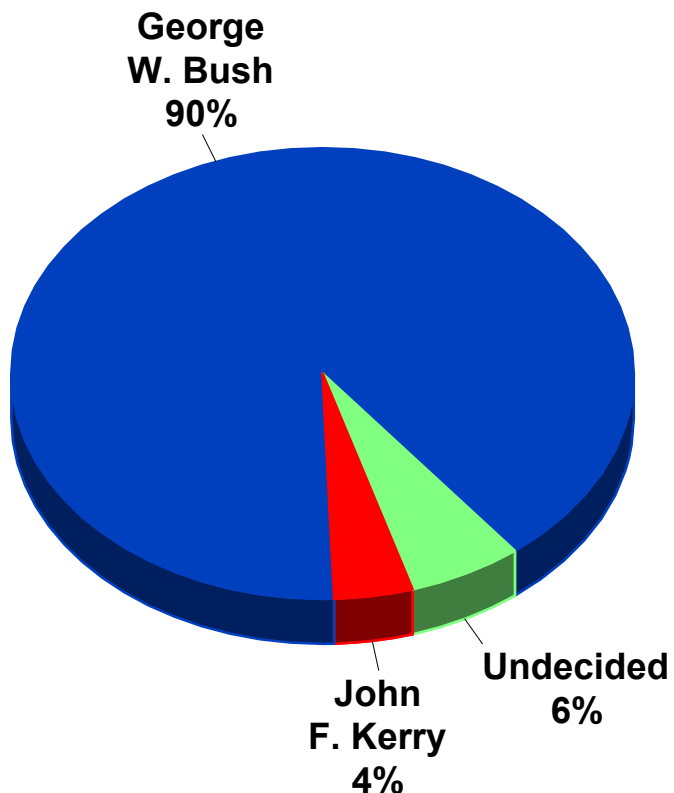
Generally speaking, would you say that things in the country are going in the right direction, or have they seriously gotten off on the wrong track?

# President Bush's job approval has slipped below 50% for the first time on NPR tracking.

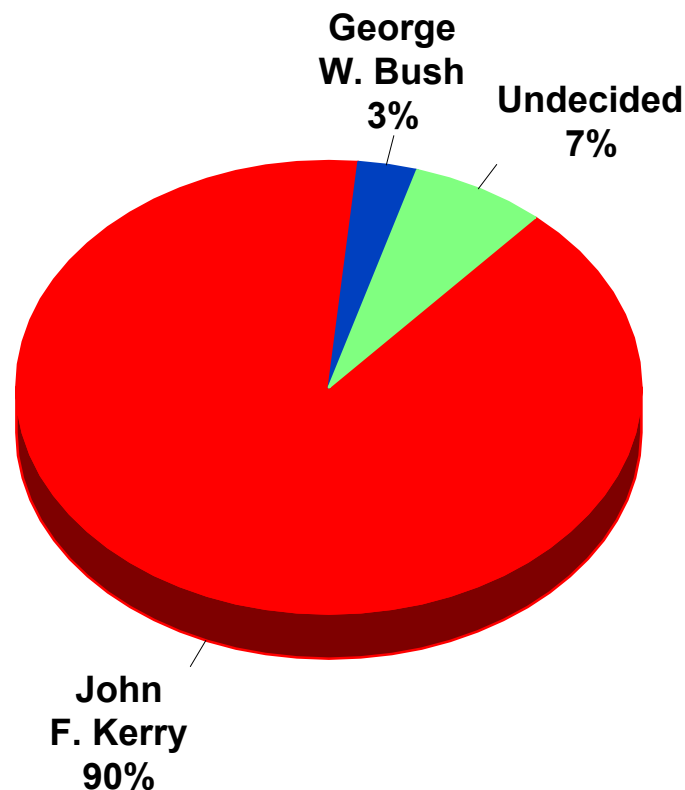


# President Bush's job approval and ballot have almost become the same measure.

**Presidential Ballot**  
**Among Bush Approve (49%)**



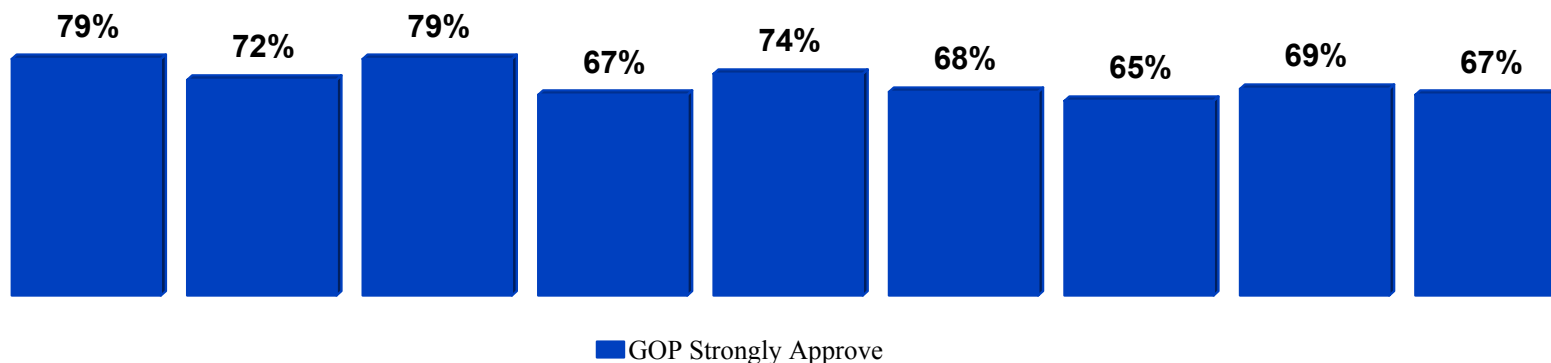
**Presidential Ballot**  
**Among Bush Disapprove (49%)**



# The intensity of President Bush's job approval rating by party is striking.

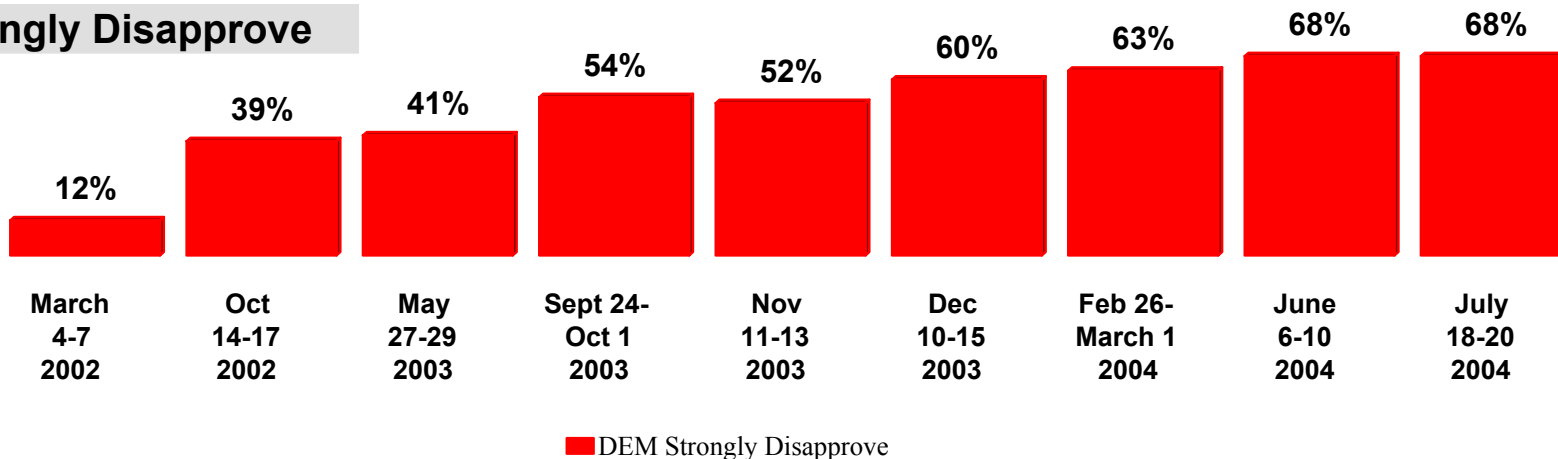
## Presidential Job Approval by Republican

### Strongly Approve



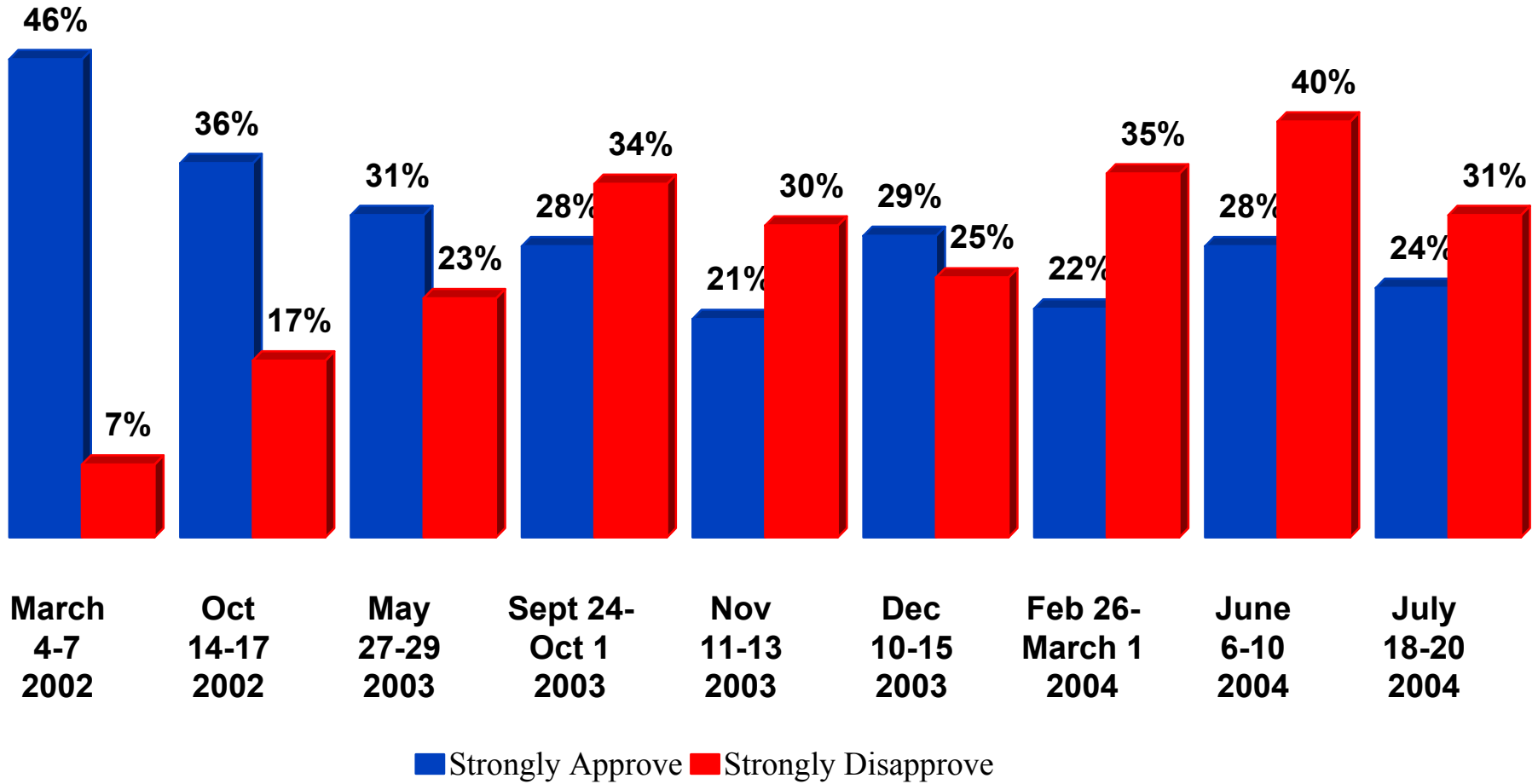
## Presidential Job Approval by Democrat

### Strongly Disapprove

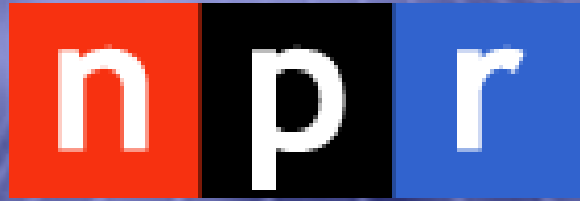


*And, do you approve or disapprove of the job George W. Bush is doing as President?*

## Presidential Job Approval by Independent Strongly Approve/Strongly Disapprove



*And, do you approve or disapprove of the job George W. Bush is doing as President?*

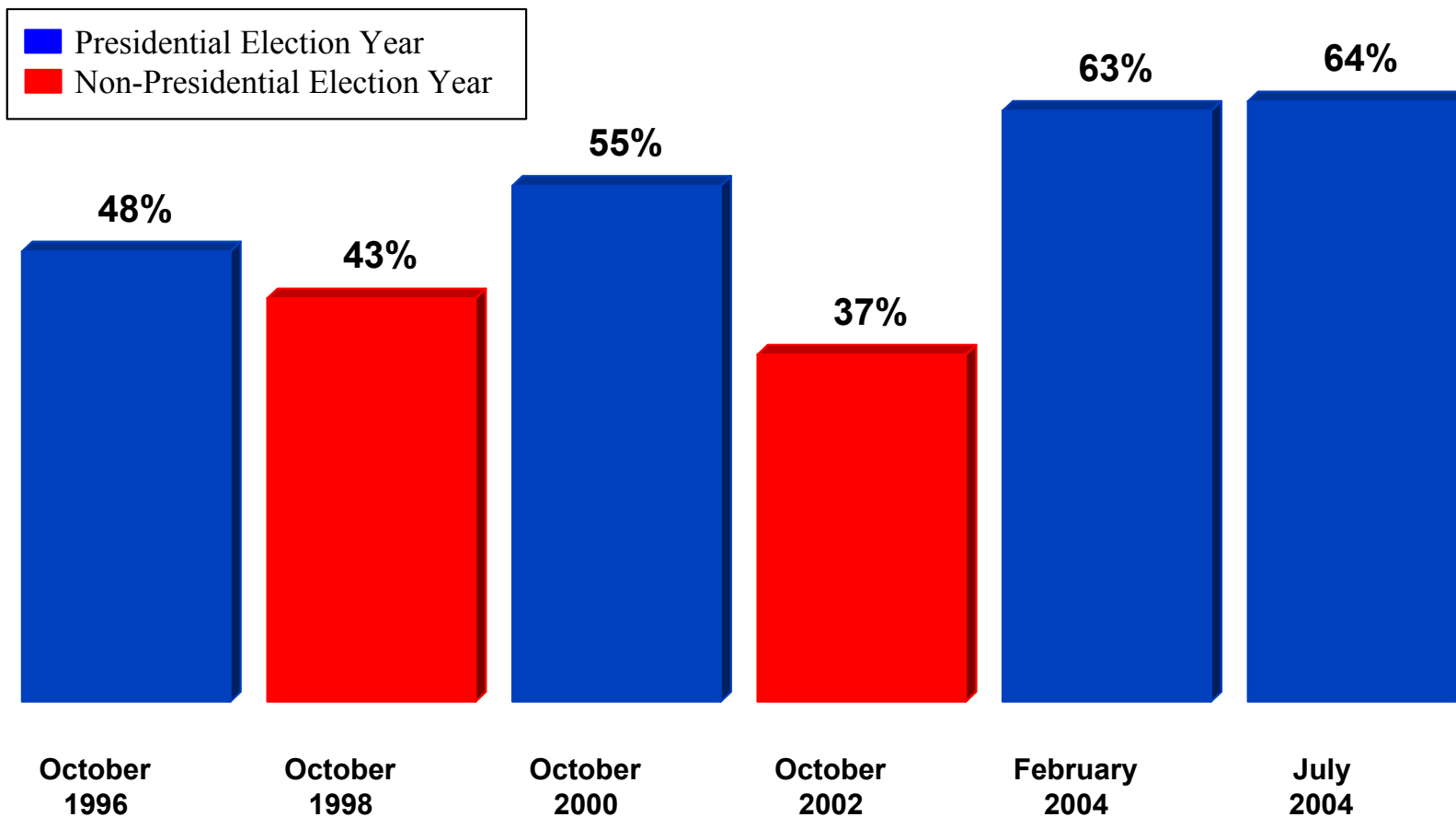


# Looking at Interest in the Election and the Presidential Ballot



**Election interest is at an unusual pitch. Today, 64% of voters describe their interest as being a "10", which is higher than during October of the past four election years!**

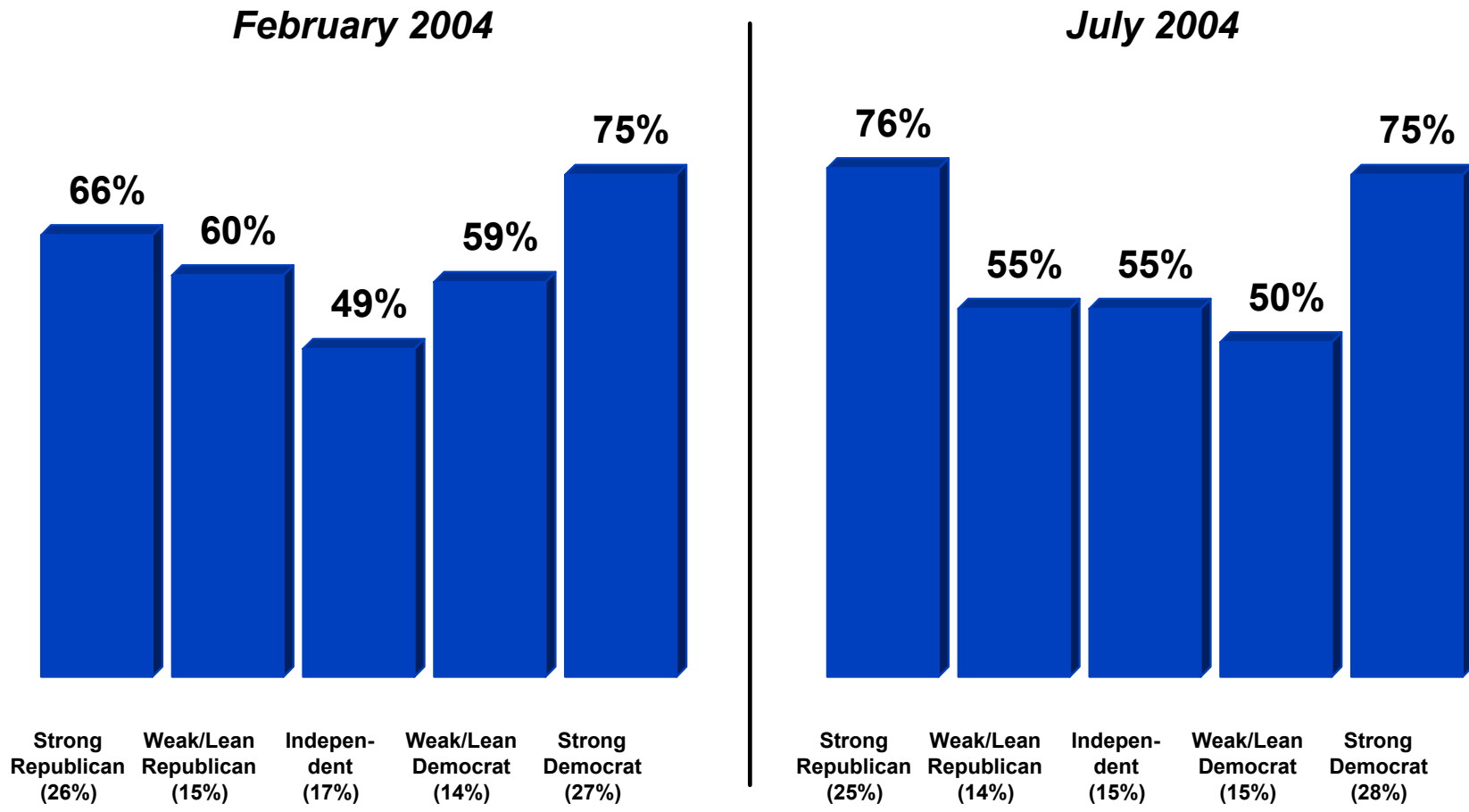
**Election Interest "10"**



*And, on a scale of one to ten, with one meaning NOT AT ALL interested and ten meaning VERY INTERESTED, please tell me how interested you are in this year's elections?*

# Intensity among “Strong Republicans” now matches the level of intensity among “Strong Democrats.”

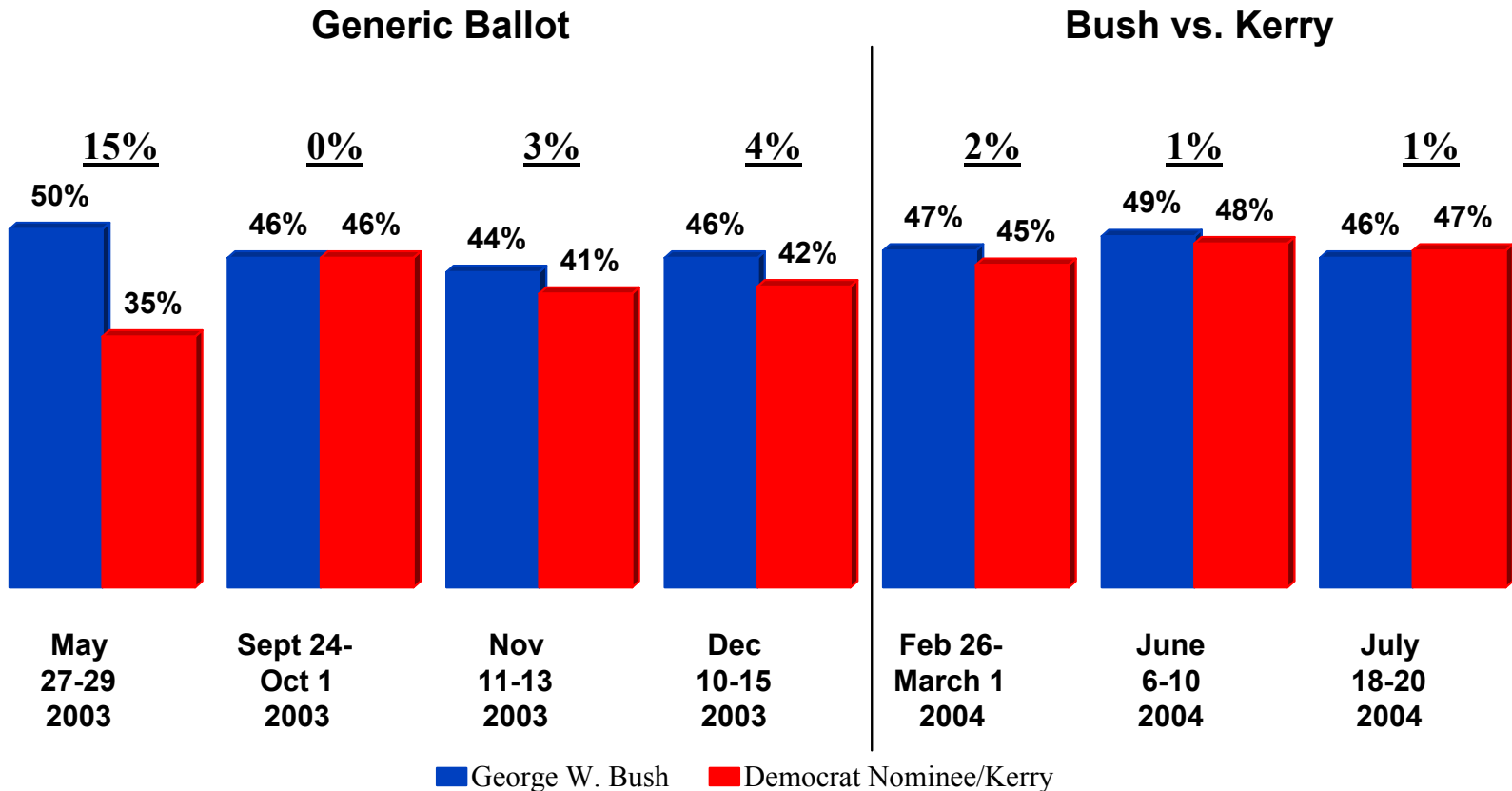
Election Interest "10" by Party



*And, on a scale of one to ten, with one meaning NOT AT ALL interested and ten meaning VERY INTERESTED, please tell me how interested you are in this year's elections?*

# The presidential ballot continues to be within the margin of error.

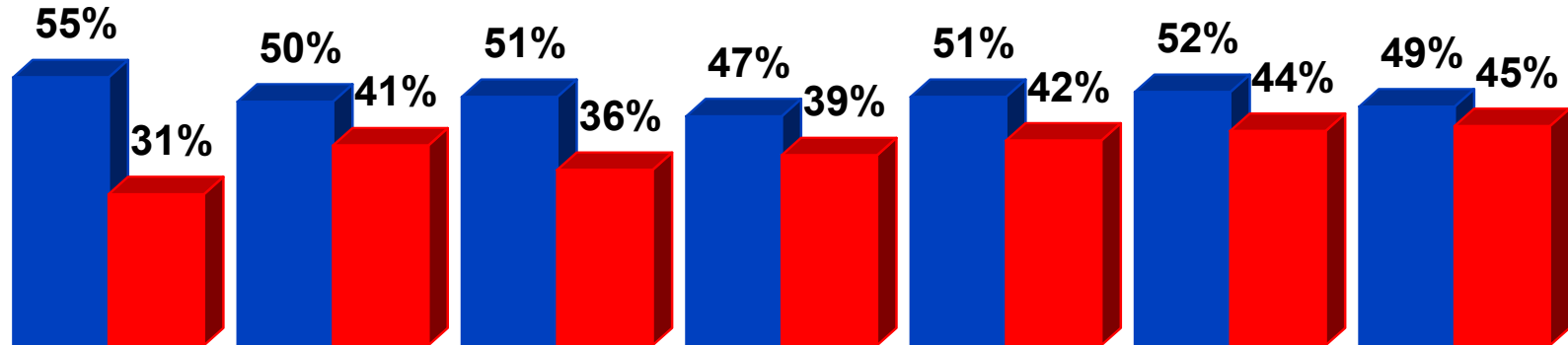
## Presidential Ballot



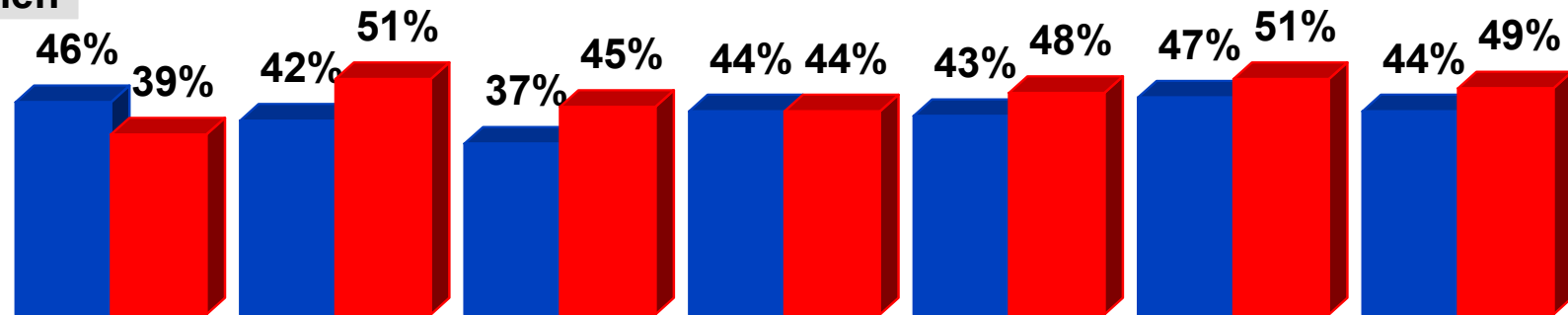
*Now, I know it is a long way off, but thinking about the elections in 2004, if the election for president were held today and the candidates were Republican George W. Bush and (the Democratic nominee for President/Democrat John Kerry), for whom would you vote?*

## Tracking Presidential Ballot by Gender

### Men



### Women



May  
27-29  
2003

Sept 24-  
Oct 1  
2003

Nov  
11-13  
2003

Dec  
10-15  
2003

Feb 26-  
March 1  
2004

June  
6-10  
2004

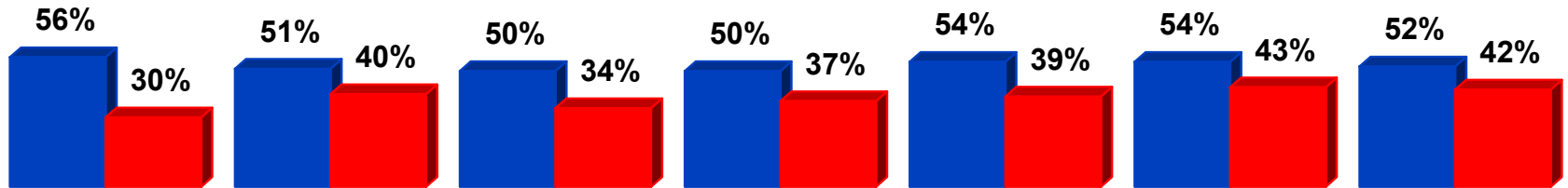
July  
18-20  
2004

■ George W. Bush ■ Democrat Nominee/Kerry

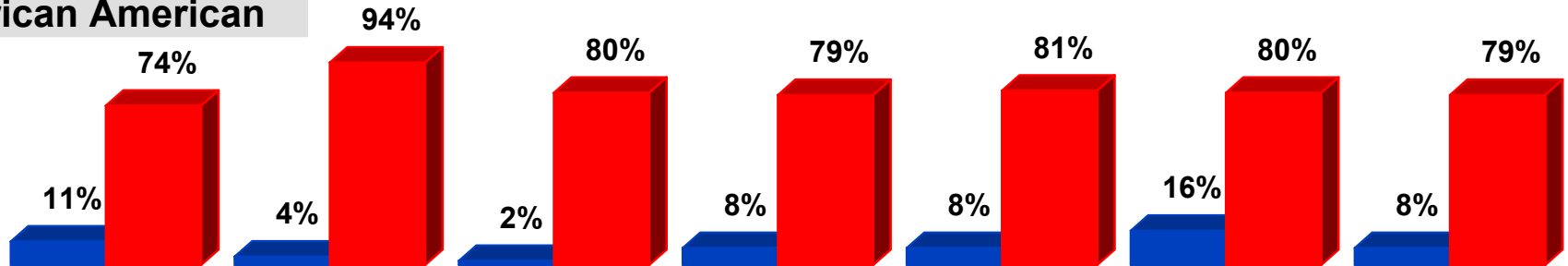
*Now, I know it is a long way off, but thinking about the elections in 2004, if the election for president were held today and the candidates were Republican George W. Bush and (the Democratic nominee for President/Democrat John Kerry), for whom would you vote?*

## Tracking Presidential Ballot by Ethnicity

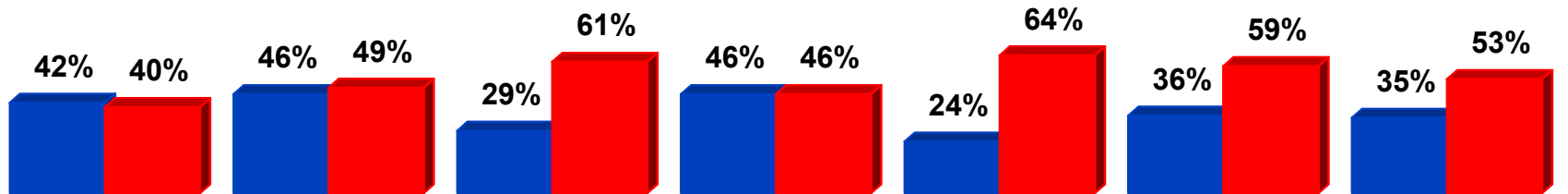
### White



### African American



### Other Ethnicity/Latino



May  
27-29  
2003

Sept 24-  
Oct 1  
2003

Nov  
11-13  
2003

Dec  
10-15  
2003

Feb 26-  
March 1  
2004

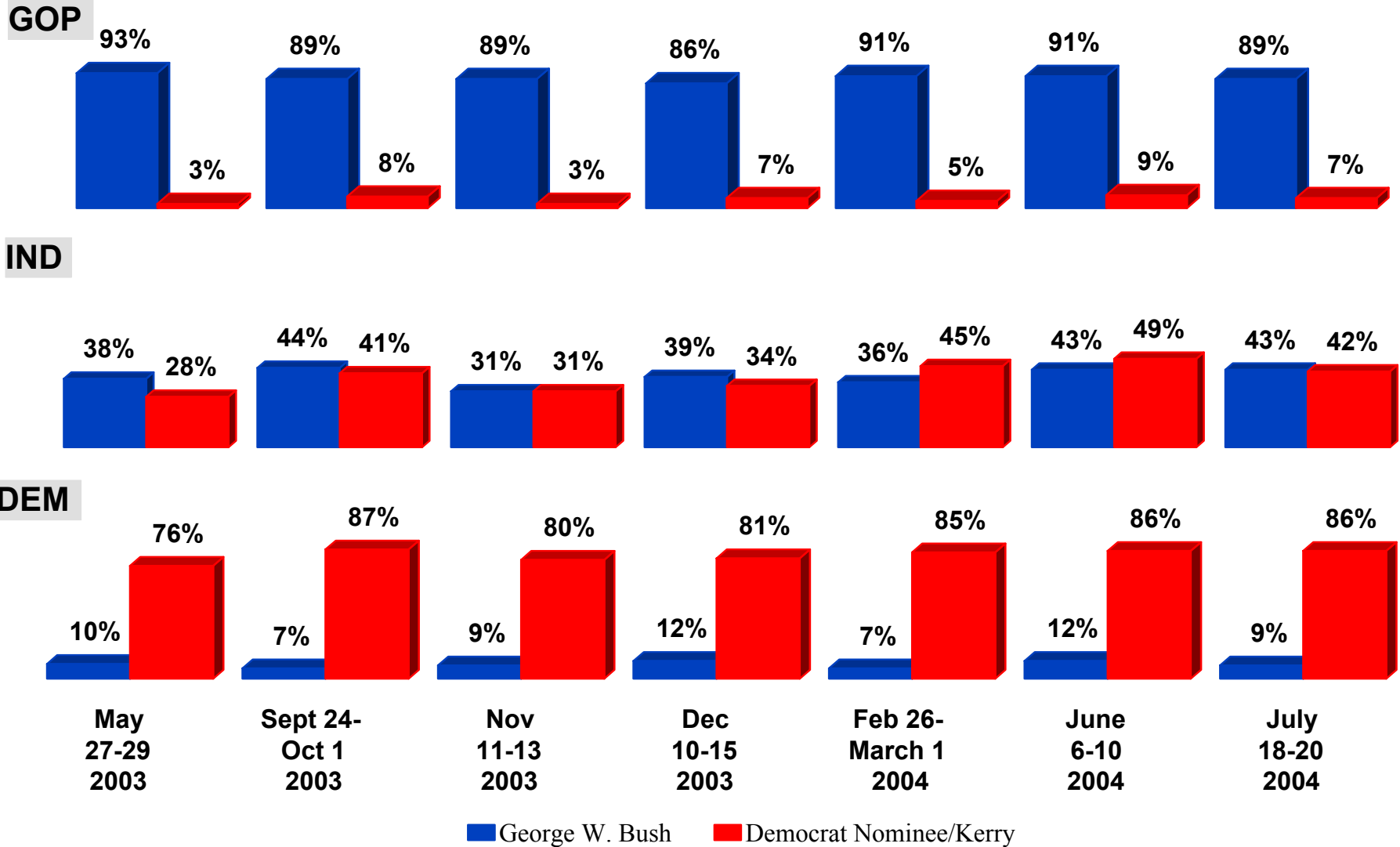
June  
6-10  
2004

July  
18-20  
2004

■ George W. Bush ■ Democrat Nominee/Kerry

*Now, I know it is a long way off, but thinking about the elections in 2004, if the election for president were held today and the candidates were Republican George W. Bush and (the Democratic nominee for President/Democrat John Kerry), for whom would you vote?*

## Tracking Presidential Ballot by Party

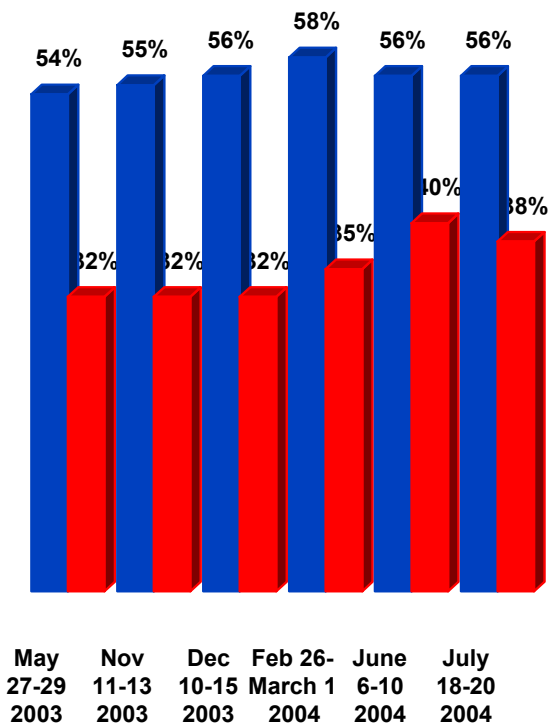


*Now, I know it is a long way off, but thinking about the elections in 2004, if the election for president were held today and the candidates were Republican George W. Bush and (the Democratic nominee for President/Democrat John Kerry), for whom would you vote?*

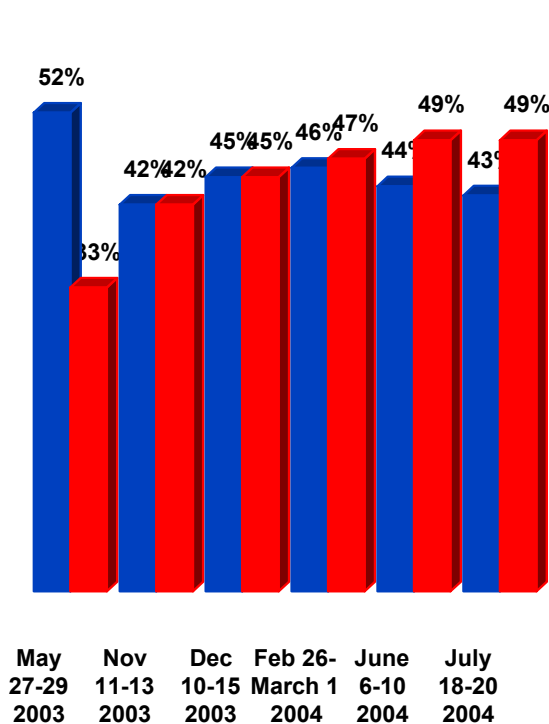
# Kerry continues to maintain an edge above the margin of error in the swing states.

## Tracking Presidential Ballot by Bush/Gore States

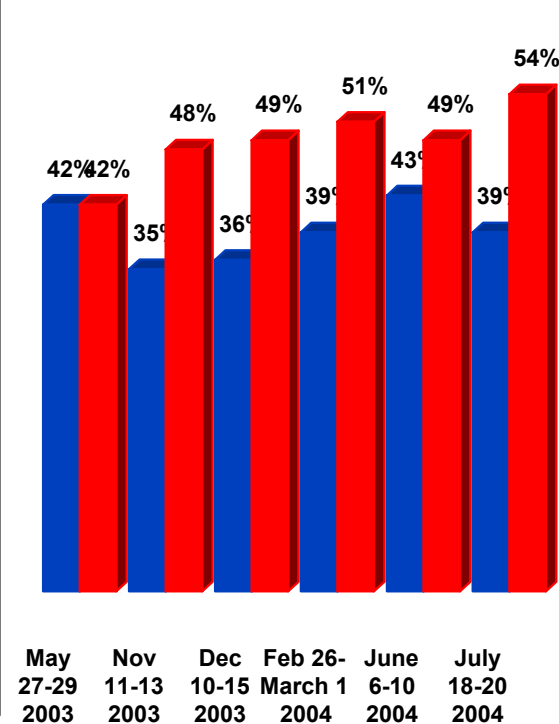
**Bush Won by 5% or More (32%)**



**Swing States (33%)**



**Gore Won by 5% or More (33%)**

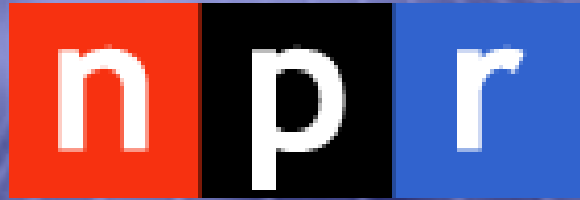


■ George W. Bush ■ Democrat Nominee/Kerry

*Now, I know it is a long way off, but thinking about the elections in 2004, if the election for president were held today and the candidates were Republican George W. Bush and (the Democratic nominee for President/Democrat John Kerry), for whom would you vote?*

# The 2000 election results by state continue to “cut” this data in a significant way.

| <i>Key Data</i>                                  | <b>Bush<br/>Won Big</b> | <b>Bush<br/>Won Little</b> | <b>Gore<br/>Won Little</b> | <b>Gore<br/>Won Big</b> |
|--|-------------------------|----------------------------|----------------------------|-------------------------|
| <b>Right Direction/ Wrong Track</b>              | <b>47%-46%</b>          | <b>40%-56%</b>             | <b>37%-56%</b>             | <b>35%-59%</b>          |
| <b>Bush job approval<br/>Approve/ Disapprove</b> | <b>60%-38%</b>          | <b>47%-51%</b>             | <b>45%-52%</b>             | <b>41%-57%</b>          |
| <b>Presidential Ballot<br/>Bush/Kerry</b>        | <b>56%-38%</b>          | <b>44%-46%</b>             | <b>43%-50%</b>             | <b>39%-54%</b>          |



# The National Issue Agenda



The national issue agenda continues to be focused on the issue of “the economy and jobs,” but there’s been a shift in people saying their vote would be based on “the situation in Iraq.”

(Ranked by July 2004)

|                             | May 2003 | Sept 2003 | Nov 2003 | Dec 2003 | Feb 2004 | June 2004 | July 2004 | Net Diff.<br>(June/July 2004) |
|-----------------------------|----------|-----------|----------|----------|----------|-----------|-----------|-------------------------------|
| Economy and Jobs            | 46%      | 51%       | 44%      | 44%      | 49%      | 46%       | 41%       | -5%                           |
| Situation in Iraq           | -        | 14%       | 28%      | 17%      | 18%      | 22%       | 34%       | +12%                          |
| Terrorism/National Security | 26%      | 28%       | 24%      | 28%      | 24%      | 27%       | 30%       | +3%                           |
| Moral Values                | 17%      | 17%       | 17%      | 15%      | 19%      | 21%       | 20%       | -1%                           |
| Affordable Health Care      | 21%      | 22%       | 23%      | 24%      | 18%      | 20%       | 19%       | -1%                           |
| Social Security/Medicare    | 22%      | 19%       | 19%      | 22%      | 23%      | 21%       | 18%       | -3%                           |
| Education                   | 21%      | 21%       | 16%      | 21%      | 17%      | 20%       | 13%       | -7%                           |
| Taxes                       | 10%      | 9%        | 9%       | 10%      | 10%      | 10%       | 9%        | -1%                           |
| Federal Deficit             | -        | 8%        | 5%       | 8%       | 9%       | 5%        | 7%        | +2%                           |

*And, which ONE of the following issue areas would be MOST important to you in deciding how to vote for a candidate for President?  
And which of the following would be the NEXT issue most personally important to you?*

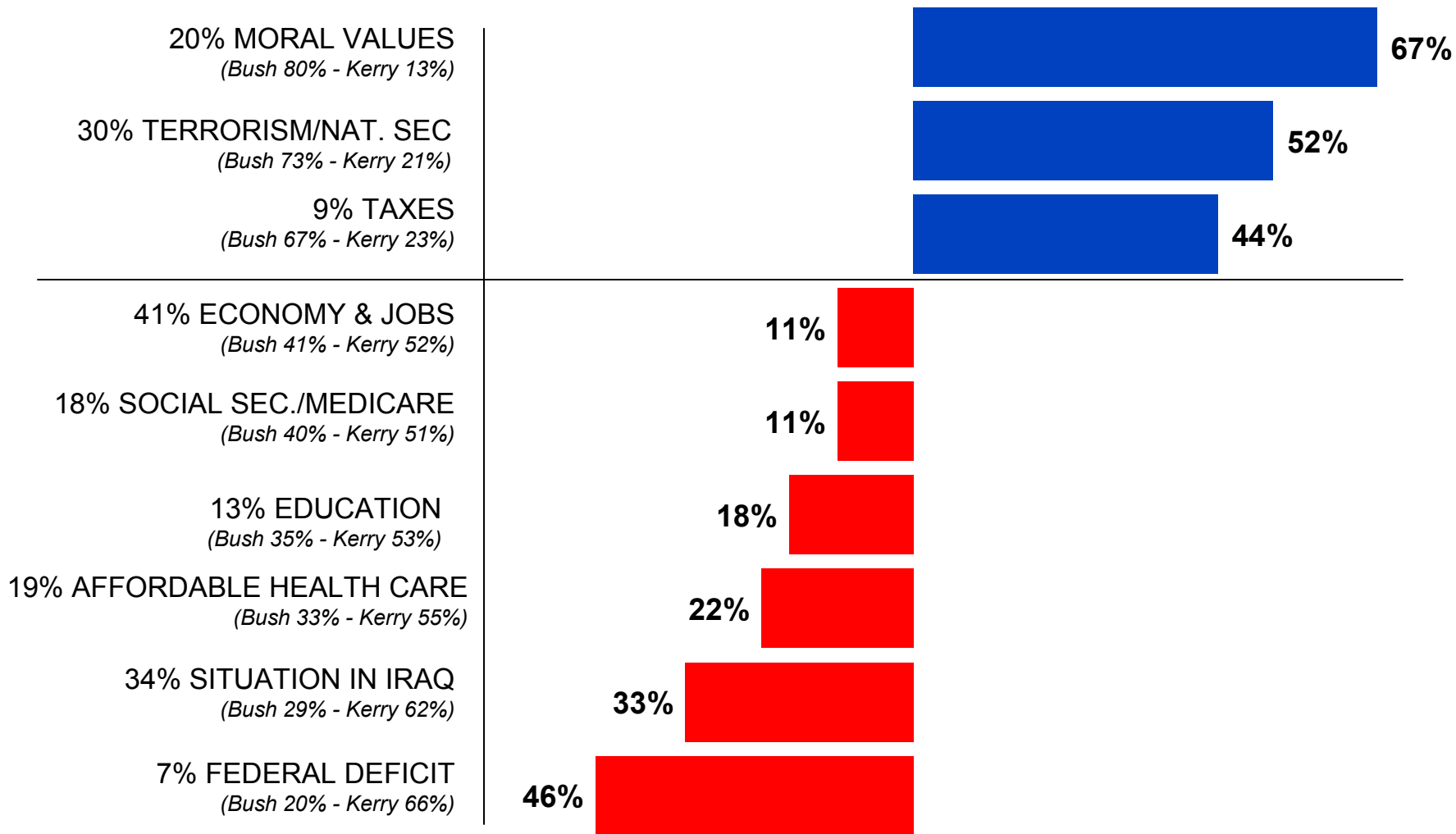
**Top movers from June to July selecting the issue of “the situation in Iraq” as being one of the top two issues of most personal importance.**

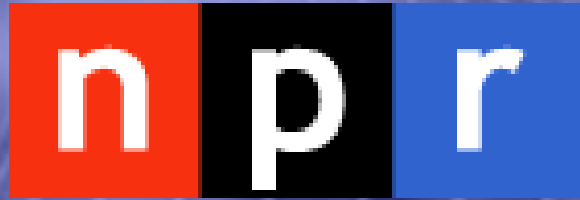
| <b>Sub-group</b>              | <b>June</b> | <b>July</b> | <b>D/S</b> |
|-------------------------------|-------------|-------------|------------|
| Farm Belt Region              | 17%         | 41%         | 24%        |
| Strongly Disapprove of Bush   | 29%         | 51%         | 22%        |
| Women College+ Education      | 24%         | 44%         | 20%        |
| Conservative Democrat         | 17%         | 37%         | 20%        |
| Democratic Men                | 26%         | 45%         | 19%        |
| Pacific Region                | 23%         | 42%         | 19%        |
| Total Disapprove of Bush      | 28%         | 47%         | 19%        |
| African Americans             | 22%         | 40%         | 18%        |
| College Graduates             | 22%         | 40%         | 18%        |
| Midwest Region                | 19%         | 37%         | 18%        |
| Strong Democrat               | 29%         | 47%         | 18%        |
| Liberal                       | 30%         | 48%         | 18%        |
| Age 35-44                     | 20%         | 38%         | 18%        |
| Men 35-54                     | 19%         | 37%         | 18%        |
| Urban Men                     | 24%         | 42%         | 18%        |
| Working Women                 | 21%         | 38%         | 17%        |
| West Region                   | 23%         | 40%         | 17%        |
| Bush Win Little State in 2000 | 16%         | 33%         | 17%        |
| HH Income: More Than \$100K   | 23%         | 40%         | 17%        |
| Great Lakes Region            | 19%         | 36%         | 17%        |
| Total Democrat                | 27%         | 44%         | 17%        |
| Wrong Track Voters            | 27%         | 44%         | 17%        |
| Moderate/Liberal Democrat     | 30%         | 46%         | 16%        |
| Age 45-54                     | 21%         | 37%         | 16%        |
| College+                      | 21%         | 37%         | 16%        |
| Gore Win Big States in 2000   | 25%         | 41%         | 16%        |
| Moderate/Liberal Independent  | 27%         | 43%         | 16%        |
| <b>Total</b>                  | <b>22%</b>  | <b>34%</b>  | <b>12%</b> |

# Presidential ballot by respondent's top TWO most important issues

## Kerry Advantage

## Bush Advantage



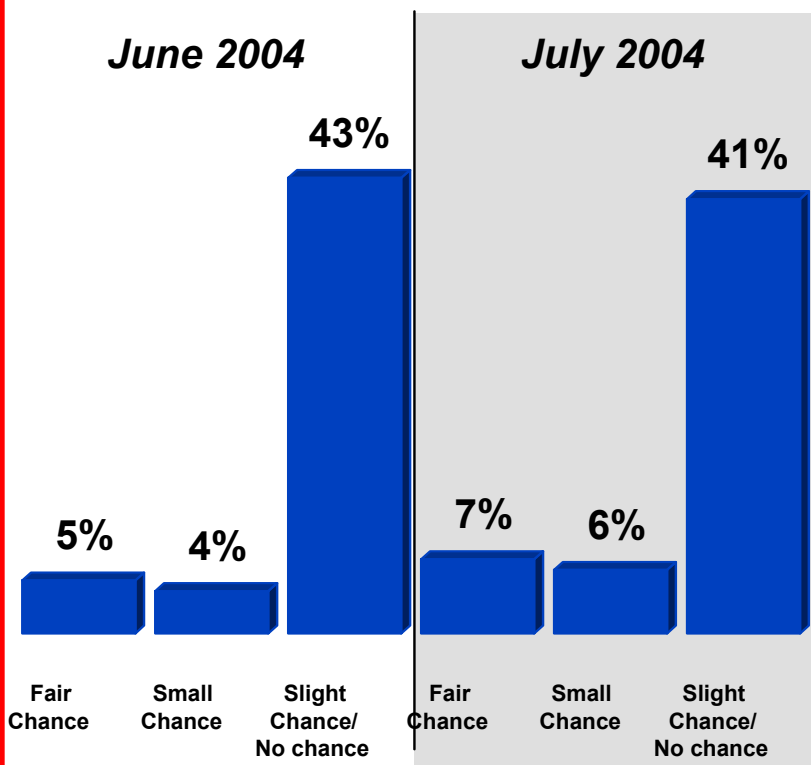


# Profiling Persuadable Voters

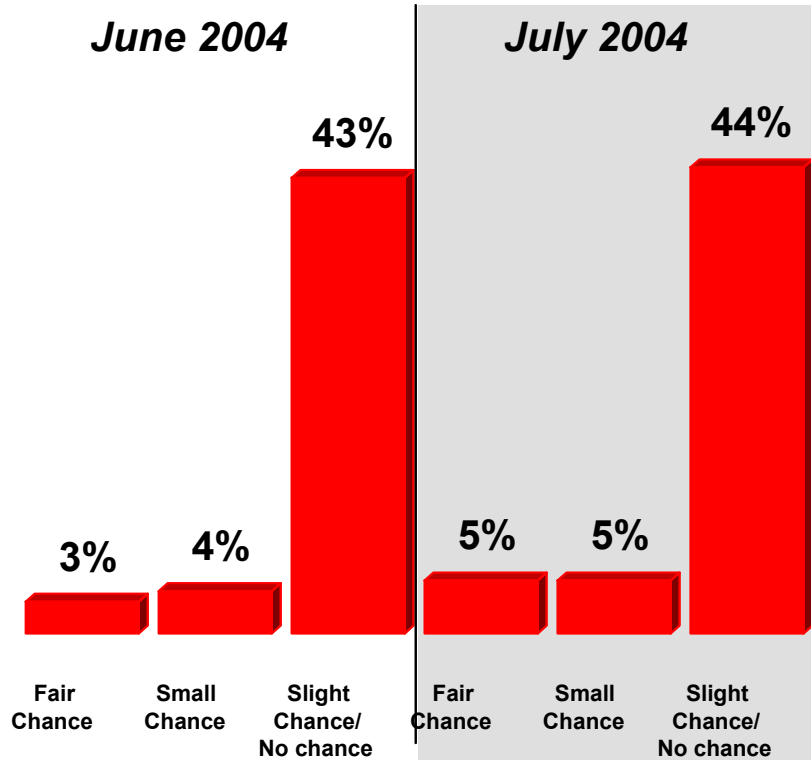


# Only a small percentage of voters say there's either a "fair chance" or a "small chance" they would consider switching their vote for President.

## Bush voters chance of supporting Kerry



## Kerry voters chance of supporting Bush



*Even though you are not supporting John Kerry now, what are the chances that you might support John Kerry in the election for president in November -- is there a fair chance that you might support him, a small chance, just a very slight chance or no chance at all that you might support him?*

*Even though you are not supporting George W. Bush now, what are the chances that you might support George W. Bush in the election for president in November -- is there a fair chance that you might support him, a small chance, just a very slight chance or no chance at all that you might support him?*

## Top Sub-groups of those considering a switch to Bush/Kerry

### Consider Switching to Kerry:

|                            |            |
|----------------------------|------------|
| Conservative Independents* | 29%        |
| Women at home*             | 25%        |
| Latino*                    | 25%        |
| Weak/Lean Dems             | 23%        |
| 60+ Retired Men            | 20%        |
| Weak/Lean GOP              | 20%        |
| Independents*              | 20%        |
| Conservative Democrats*    | 20%        |
| Independent Men*           | 20%        |
| Independent Women          | 20%        |
| Top Issue – Education*     | 20%        |
| Women 18-34                | 19%        |
| Urban Women*               | 19%        |
| Moderate/Liberal GOP       | 19%        |
| Men 65+                    | 18%        |
| HH Income \$80K-\$100K     | 18%        |
| Catholics                  | 18%        |
| Mountain Region            | 17%        |
| <b>Total</b>               | <b>13%</b> |

### Consider Switching to Bush:

|                            |           |
|----------------------------|-----------|
| Latino*                    | 21%       |
| Urban Women*               | 16%       |
| Women at home*             | 15%       |
| Conservative Independents* | 15%       |
| Independent Men*           | 15%       |
| Democrat Women             | 15%       |
| Top Issue – Education*     | 15%       |
| African Americans          | 14%       |
| Independents*              | 14%       |
| Rural Women                | 14%       |
| Deep South Region          | 13%       |
| Moderates                  | 13%       |
| Conservative Democrats*    | 13%       |
| Wrong Track Voters         | 13%       |
| <b>Total</b>               | <b>9%</b> |

\*Sub-group is on both lists

The national right direction/wrong track data and Bush approval data among “up for grab” sub-groups is interesting.

| <i>Targeted Sub-groups</i>                  | <b>Right Direction/<br/>Wrong Track</b> | <b>Bush Approve/<br/>Disapprove</b> |
|---|---|-------------------------------------|
| <b>Party</b>                                |   |                                     |
| <b>Weak/Lean GOP</b>                        | <b>58%-35%</b>                          | <b>76%-23%</b>                      |
| <b>Weak/Lean DEM</b>                        | <b>20%-74%</b>                          | <b>25%-72%</b>                      |
| <b>Hard Independent</b>                     | <b>40%-51%</b>                          | <b>50%-45%</b>                      |
| <b>Presidential Ballot</b>                  |   |                                     |
| <b>Hard Undecided</b>                       | <b>14%-68%</b>                          | <b>41%-47%</b>                      |
| <b>Would consider a<br/>switch to Kerry</b> | <b>36%-51%</b>                          | <b>64%-30%</b>                      |
| <b>Would consider a<br/>switch to Bush</b>  | <b>18%-75%</b>                          | <b>40%-52%</b>                      |

# Verbatim Summary

## Candidate Hesitations

*Voters who were not voting for Bush but said there was a chance they would consider switching to supporting him were asked what their hesitations were about Kerry...*

**Among those who said there was a “fair chance” they would switch to Bush, voters generally don’t know where Kerry stands on issues that are important to them such as healthcare, the economy and national security. Many voters raise his indecisiveness and inconsistencies in his past voting records as concerns.**

SWITCH TO BUSH: Fair Chance BALLOT: Other 2000 VOTE: Ref PARTY ID: Str GOP  
ETHNICITY: White GENDER/AGE: Female 45-54 REGION: Mountain

*He just doesn't seem very stable or consistent. He bashes on George Bush sometimes, and he doesn't have a real good reason. He couldn't do much better. I'm not real familiar with John Kerry.*

SWITCH TO BUSH: Fair Chance BALLOT: Undec 2000 VOTE: Ref PARTY ID: Str Dem  
ETHNICITY: White GENDER/AGE: Male 55-64 REGION: Mid Atlantic

*Foreign policy issues, whether he'll be strong fighting terrorism. Also, I would like to take a look at what his economic policy is. He hasn't been too clear.*

# Verbatim Summary

## Candidate Hesitations

*Voters who were not voting for Bush but said there was a chance they would consider switching to supporting him were asked what their hesitations were about Kerry...*

**Among voters who still said there was a chance they would switch to supporting Bush, but it was a “slight” or “small” chance, most simply claim to not know enough about Kerry to make an informed comment regarding their hesitations in supporting him. Others raise concern about his morals related to his position on the abortion issue, and his lack of experience, mostly in the area of foreign affairs. Uncertainty about how Kerry will handle the situation given him is a common response, while other respondents are more angry and frustrated with President Bush than supportive of Kerry.**

SWITCH TO BUSH: Small Chance BALLOT: Prob Kerry 2000 VOTE: Bush PARTY ID: Not Str Dem ETHNICITY: White  
GENDER/AGE: Female 55-64 REGION: Great Lakes

*I'm not completely read up on his beliefs and views yet. All of the things you listed before. I just am not aware of all his campaign issues yet. I would rather wait until I am read up on him before I make a final decision. That's all.*

SWITCH TO BUSH: Small Chance BALLOT: Prob Kerry 2000 VOTE: Gore PARTY ID: Not Str Dem ETHNICITY: White  
GENDER/AGE: Male 45-54 REGION: Northeast

*Probably his inexperience would be his downfall.*

SWITCH TO BUSH: Slight Chance BALLOT: Def Kerry 2000 VOTE: Bush PARTY ID: Str Dem ETHNICITY: White  
GENDER/AGE: Female 45-54 REGION: Deep South

*Well, I'm most concerned on how he is going to handle the situation he has been handed. The jobs, the war, and the economy. I want people to afford health care, to be able to have jobs, so they don't have to move. Also, I didn't like a lot of the votes he missed in Congress. I thought he should have been there on important issues. Is he really capable of doing anything that will turn our country around. It is just a major concern.*

# Verbatim Summary

## Candidate Hesitations

*Voters who were not supporting Kerry but said there was at least some chance they would consider switching to him were asked what their hesitations were about supporting Bush.*

**While there were a handful of positive, reaffirming responses sprinkled throughout the verbatims, most people have similar hesitations with President Bush as they do with Kerry. Not surprisingly, they include his decision to take the country into Iraq, with the most responses, as well as the perceived stagnant state of the economy. Voters are also frustrated with a perceived lack of jobs, the state of Medicare and healthcare, as well as the education system.**

**SWITCH TO KERRY: Small Chance BALLOT: Prob Bush 2000 VOTE: N/A PARTY ID: Indep ETHNICITY: White GENDER/AGE: Female 25-34 REGION: Mountain**

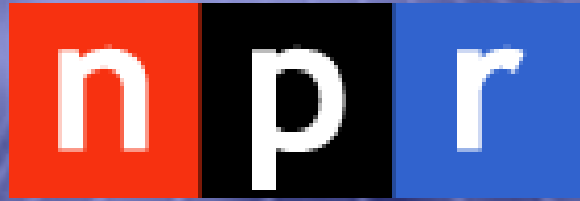
*I know that he has been given a lot of grief, but I think he did a good job under the circumstances. That's it. I think that all the grief that he has been given has been pretty harsh. Either they die over in Iraq, or we die over here without knowing what is happening. That's it.*

**SWITCH TO KERRY: Small Chance BALLOT: Prob Bush 2000 VOTE: Bush PARTY ID: Not Str GOP ETHNICITY: White GENDER/AGE: Female 25-34 REGION: Mid Atlantic**

*World affairs. Iraq. Our economy and job situation. Health care. Our allies, forming tight relationships. We've slipped from networks, strong friendships, and I don't feel we're supported. He's more concerned about Iraq and the whole war than the whole country. That's about it.*

**SWITCH TO KERRY: Slight Chance BALLOT: Def Bush 2000 VOTE: Bush PARTY ID: Not Str Dem ETHNICITY: White GENDER/AGE: Female 55-64 REGION: Mid Atlantic**

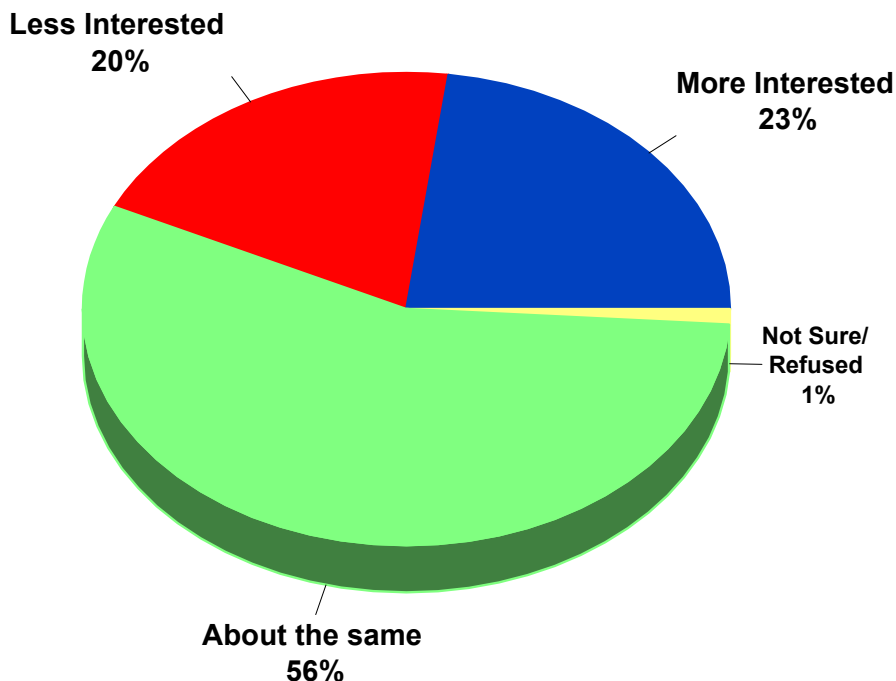
*The continuation of the war. Educational issues. I think there are a lot of flaws in the No Child Left Behind. The economy. Jobs leaving the country and the lack of manufacturing. I am talking about heavy industry.*



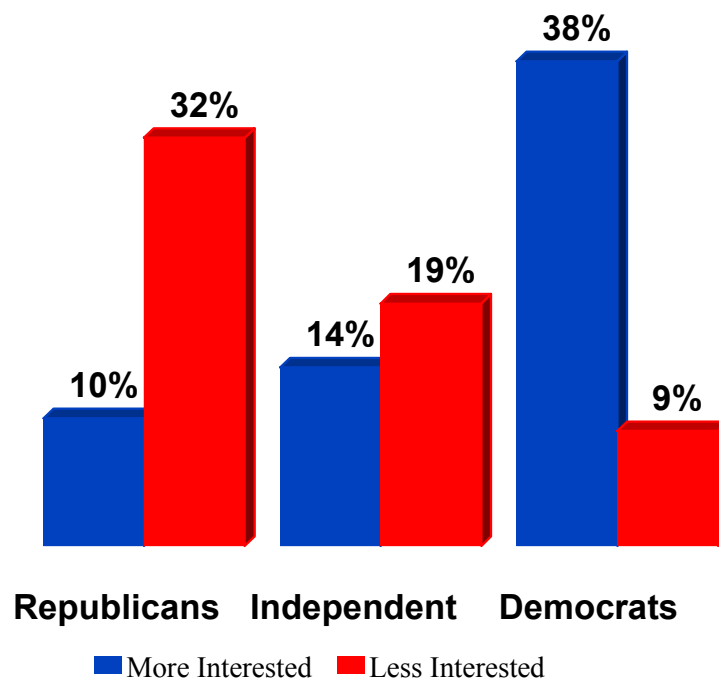
# A Look Ahead to the Democratic Convention



# Voters are split about whether they are more or less interested in the Democratic National Convention in Boston.



### Democratic Convention Interest by Party



*As you may be aware, next week is the Democratic National Convention which will be held in Boston. Now, compared to past Democratic Conventions, how interested are you in next week's Democratic Convention – more interested, less interested, or is your interest level about the same?*

**Top sub-groups more interested in the Democratic convention**

| Total                       | %          |
|-----------------------------|------------|
| Strong Democrat             | 45%        |
| African American            | 43%        |
| Strongly Disapprove of Bush | 41%        |
| Voted Gore 2000             | 40%        |
| Democratic Women            | 40%        |
| Total Democrat              | 39%        |
| Moderate/Liberal Democrat   | 38%        |
| Total Disapprove of Bush    | 37%        |
| Democratic Men              | 36%        |
| Wrong Track                 | 35%        |
| White Democrat              | 35%        |
| Total Liberal               | 35%        |
| Urban Women                 | 32%        |
| College+ Education          | 30%        |
| Urban Men                   | 29%        |
| HH Income: More than \$100K | 29%        |
| Age 35-44                   | 29%        |
| Women Age 35-54             | 28%        |
| Opinion Elites              | 28%        |
| Men College+ Education      | 27%        |
| HH Income: \$40K-\$60K      | 27%        |
| Baby Boomers Generation     | 27%        |
| <b>More Interested</b>      | <b>23%</b> |

**Top sub-groups with about the same level of interest as the Democratic convention**

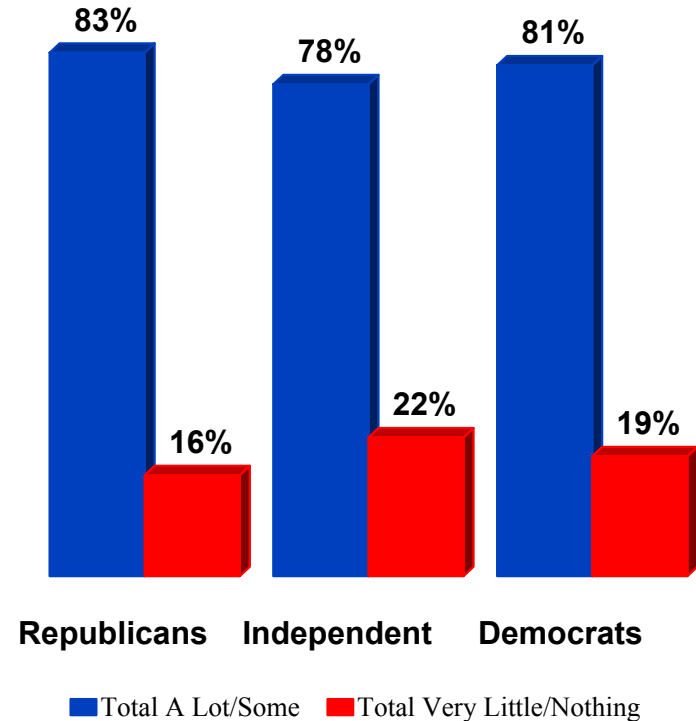
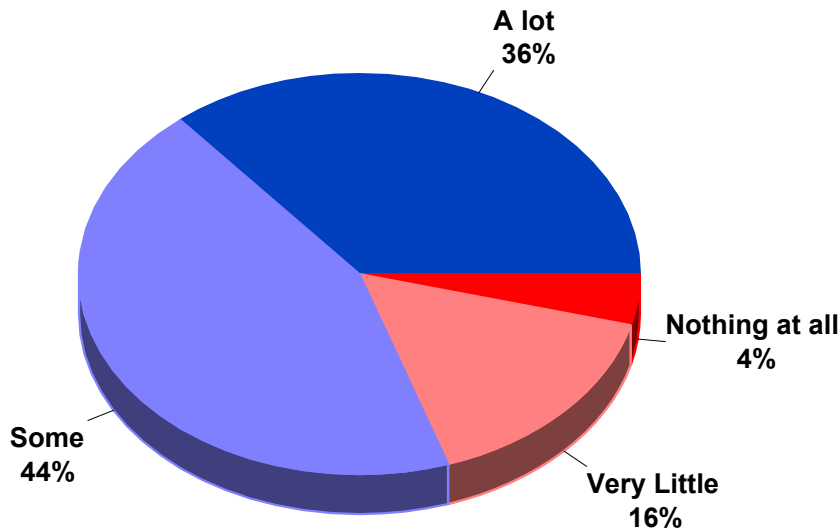
| Total                                | %          |
|--------------------------------------|------------|
| Independent Women                    | 80%        |
| Women at home                        | 76%        |
| Moderate/Liberal Independent         | 70%        |
| Women Age 18-34                      | 66%        |
| Lean/Independent                     | 66%        |
| GOP Voting Kerry                     | 66%        |
| Mountain Region                      | 65%        |
| Independent                          | 65%        |
| Farm Belt Region                     | 63%        |
| GOP Women                            | 63%        |
| Women Age 35-54                      | 62%        |
| White Women                          | 62%        |
| White from Midwest                   | 62%        |
| Suburban Women                       | 62%        |
| College+ Education                   | 61%        |
| Very Conservative GOP                | 61%        |
| Conservative Independent             | 61%        |
| HH Income: \$20K-\$40K               | 61%        |
| Rural Women                          | 61%        |
| Age 18-34                            | 60%        |
| 13th Generation (Age 23-43)          | 60%        |
| Women Less than College education    | 60%        |
| Women College+ Education             | 60%        |
| Bush Win Little State in 2000 States | 60%        |
| Weak/Lean GOP                        | 60%        |
| Weak/Lean Democrat                   | 60%        |
| <b>About Same Interest Level</b>     | <b>56%</b> |

**Top sub-groups less interested in the Democratic convention**

| Total                           | %          |
|---------------------------------|------------|
| GOP Men                         | 39%        |
| Very Conservative GOP           | 37%        |
| Retired Men, Age 60+            | 35%        |
| Strong GOP                      | 34%        |
| Strong Bush Approval            | 34%        |
| Men Age 65+                     | 33%        |
| Total GOP (no lean)             | 33%        |
| Right Direction                 | 33%        |
| GI Generation (Age 80-103)      | 32%        |
| Total GOP                       | 32%        |
| Total Conservative GOP          | 32%        |
| Democrats Voting Bush           | 32%        |
| Very Conservative               | 31%        |
| Moderate/Liberal GOP            | 31%        |
| Voted Bush in 2000              | 31%        |
| Men Age 55+                     | 30%        |
| Total Bush Approval             | 30%        |
| Silent Generation (Age 62-79)   | 29%        |
| Conservative Independent        | 29%        |
| Age 65+                         | 28%        |
| Men Less than College Education | 28%        |
| Total Conservative              | 28%        |
| White Men                       | 26%        |
| New England Region              | 26%        |
| Weak/Lean GOP                   | 26%        |
| Suburban Men                    | 26%        |
| Rural Men                       | 26%        |
| Age 55-64                       | 25%        |
| Men Age 18-34                   | 25%        |
| GOP Women                       | 25%        |
| Men                             | 24%        |
| Some College or Voc Tech        | 24%        |
| White from West                 | 24%        |
| Deep South Region               | 24%        |
| <b>Less Interested</b>          | <b>20%</b> |

# Voters are beginning to feel they “know about John Kerry’s background, experience and positions on major national issues.”

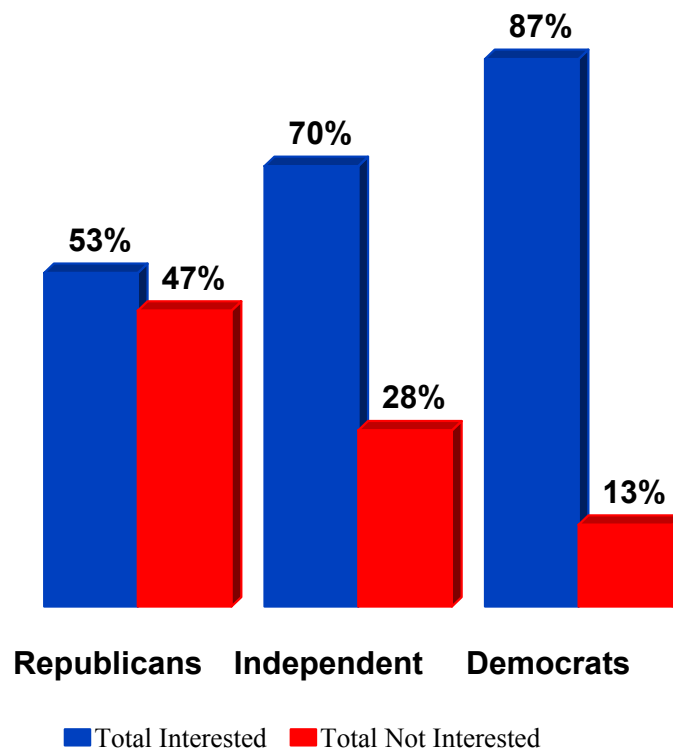
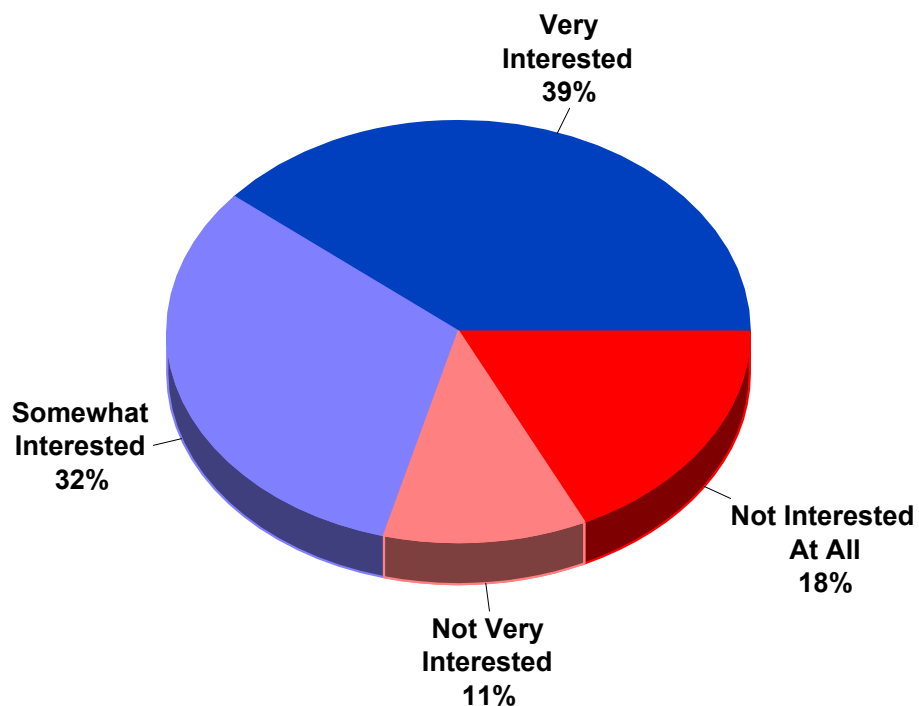
**Total A lot/Some 80%**  
**Total Very Little/Nothing 20%**



*And, as you look ahead to next week's Democratic convention, how much would you say you already know about John Kerry's background, experience, and position on major national issues? Do you already know...*

# Seven out of ten Americans say they are interested in learning more about John Kerry.

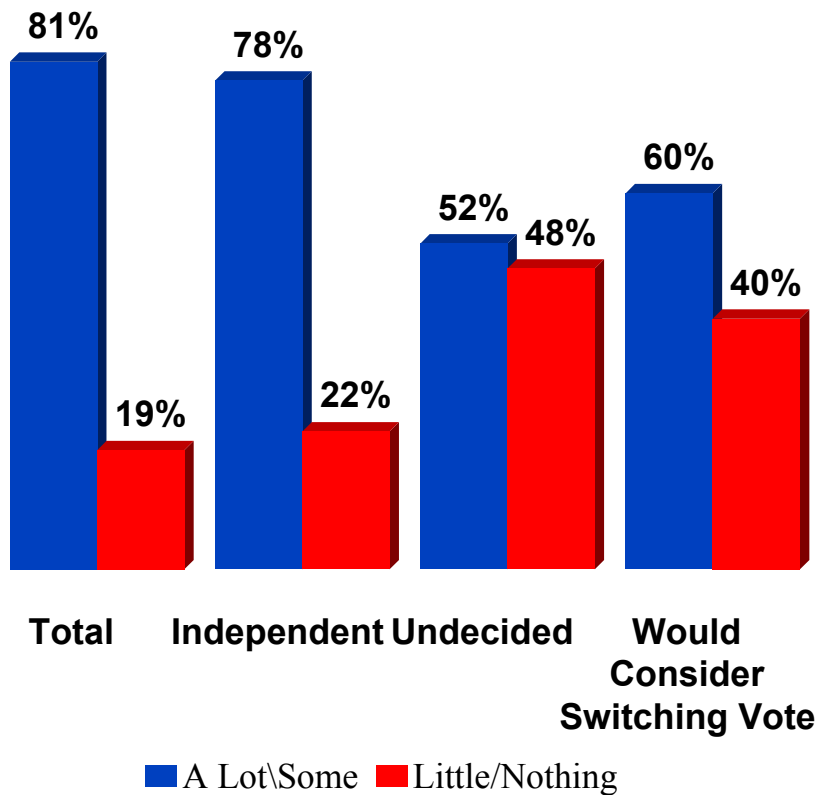
**Total Interested 71%**  
**Total Not Interested 29%**



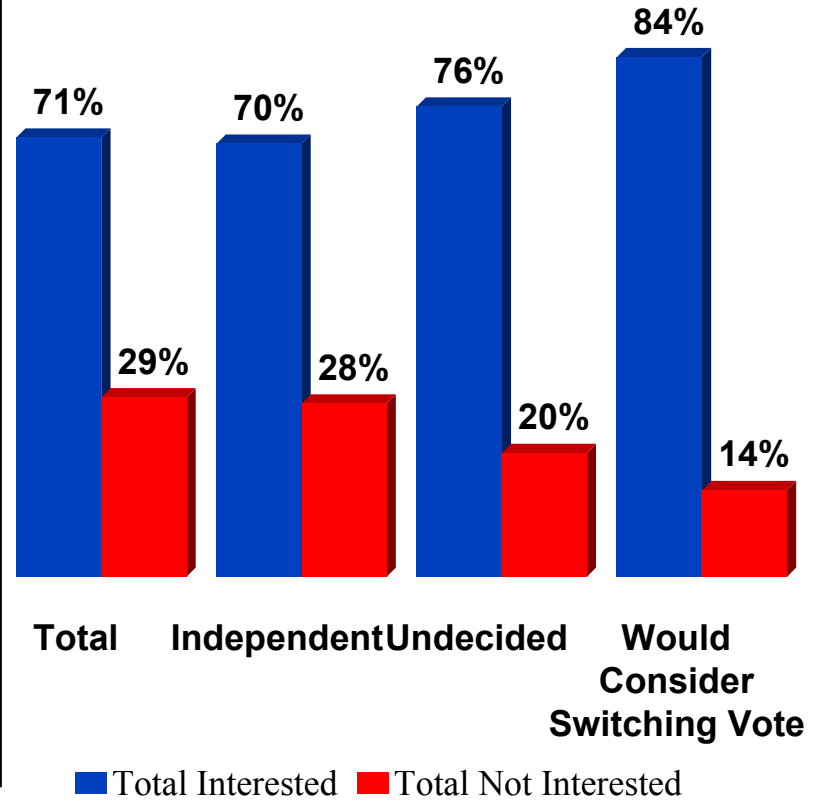
*And how interested would you say you are in learning more about John Kerry's background and position on major national issues? Would you say you are...*

# Clearly “up for grabs” sub-groups describe themselves as less familiar with John Kerry, but interested in learning more.

## Total Knowledge



## Interest in Learning



*And, as you look ahead to next week's convention, how much would you say you already know about John Kerry's background, experience, and position on major national issues? Do you already know...*

*And, how interested would you say you are in learning more about John Kerry's background and position on major national issues? Would you say you are...*

# What do you want to hear from Kerry?

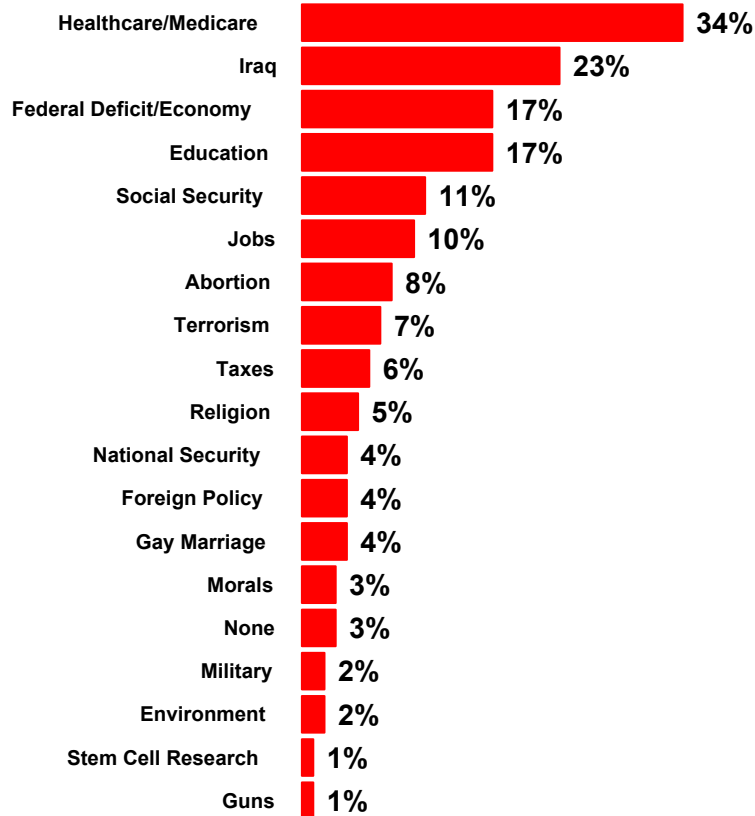
Voters were asked how much they already know about Kerry, his background, and positions (A Lot/Some or Very Little/Nothing) and then asked how interested they are in hearing more from him during the Democratic Convention (Very/Somewhat or Not Very/Not at All).

All voters who said they were “very” or “somewhat” interested in hearing from Kerry at the Convention were asked a follow-up open-end regarding what it was that they want to hear Kerry talk about at the Convention. The question was asked two ways, depending on how much the voter said they already knew about John Kerry:

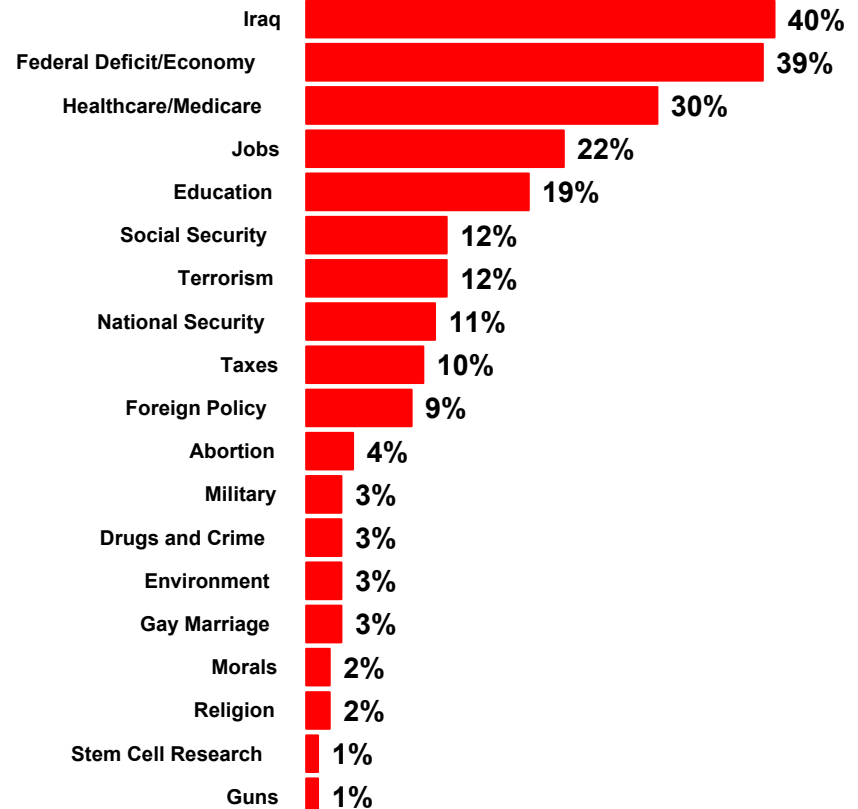
- ✓ **Know Not Very Little/Nothing (N=115):** “And, could you please tell what specific question or questions you would like John Kerry to answer for you at next week’s convention? What would you want to hear from him? What more, specifically, do you want to learn?”
- ✓ **Know A Lot/Some (N=450):** “What are the one or two things you would most like to hear John Kerry talk about at next week’s convention?”

# Reflective of the current national issue environment, Iraq, the economy/jobs, and health care dominate the issues voters want to hear Kerry address at the Democratic convention.

*Verbatim responses of those interested in learning more about John Kerry AND know little or nothing about Kerry*  
(N=115)



*Verbatim responses of those interested in learning more about John Kerry AND know some or a lot about Kerry*  
(N=450)



*Could you please tell what specific question or questions you would like John Kerry to answer for you at next week's convention?*

*What are the one or two things you would most like to hear John Kerry talk about at next week's convention?*

# Verbatim Summary

## ***Those very/somewhat interested and know a lot/some about Kerry***

*What are the one or two things you would most like to hear John Kerry talk about the most at next week's convention?*

### **Iraq**

BALLOT: Def Kerry 2000 VOTE: Gore PARTY ID: Lean Dem ETHNICITY: Other GENDER/AGE: Female 65+ REGION: Outer South

*What he plans to do about the Iraq situation. What he plans to do, the other countries are looking down at us. They're not supporting us.*

BALLOT: Prob Bush 2000 VOTE: Bush PARTY ID: Not Str GOP ETHNICITY: White GENDER/AGE: Male 25-34 REGION: Great Lakes

*How he is going to handle the Iraq situation, and strategies, and what he will do differently. I'm interested in what his plan is.*

### **Deficit/Economy**

BALLOT: Def Kerry 2000 VOTE: Gore PARTY ID: Str Dem ETHNICITY: Asian GENDER/AGE: Male 25-34 REGION: Great Lakes

*Probably the economy, how he is going to create jobs that aren't mediocre in wage. I hear a lot of Bush saying that there is a lot of jobs, but the other side, the wages suck.*

BALLOT: Def Kerry 2000 VOTE: Gore PARTY ID: Indep ETHNICITY: White GENDER/AGE: Male 55-64 REGION: Mid Atlantic

*How he would manage the economy. That's the primary one I'm looking about.*

# Verbatim Summary

## ***Those very/somewhat interested and know a lot/some about Kerry***

*What are the one or two things you would most like to hear John Kerry talk about the most at next week's convention?*

### **Healthcare/Medicare**

BALLOT: Def Bush 2000 VOTE: Bush PARTY ID: Lean GOP ETHNICITY: White GENDER/AGE: Female 55-64 REGION: Mid Atlantic

*I guess the Social Security and Medicare, those are the two I would pick right now.*

BALLOT: Def Kerry 2000 VOTE: Gore PARTY ID: Str Dem ETHNICITY: Hispanic GENDER/AGE: Male 25-34 REGION: Pacific

*Also on health care, especially with the Medicaid cut. Pharmaceutical coverage for Medicare recipients, and an increase in Social Security for those who are dependent on it. The cost of living continues to go up.*

### **Jobs**

BALLOT: Def Kerry 2000 VOTE: Gore PARTY ID: Str Dem ETHNICITY: White GENDER/AGE: Female 65+ REGION: Deep South

*About the economy, and the direction we've been, for a new and better direction. I'm am in hope that John Kerry will help us in this direction. And also help us in more and better jobs in the states, and let overseas jobs go. We definitely need more jobs here. So the job issue should be one of the top priorities to be done.*

BALLOT: Undec 2000 VOTE: Gore PARTY ID: Indep ETHNICITY: Black GENDER/AGE: Male 35-44 REGION: Outer South

*Jobs for minorities. Economic base and economic stability in the black community. A lot of people are displaced, as far as job security is concerned. That's all.*

# Verbatim Summary

## ***Those very/somewhat interested and know a lot/some about Kerry***

*What are the one or two things you would most like to hear John Kerry talk about the most at next week's convention?*

### **Education**

BALLOT: Prob Bush 2000 VOTE: Bush PARTY ID: Indep ETHNICITY: Black GENDER/AGE: Male 18-24 REGION: Pacific

*I would like to hear about education. I would like to hear about the No Child Left Behind Act. Just that, and to hear whether he supports it or not. That's all.*

BALLOT: Def Kerry 2000 VOTE: Gore PARTY ID: Lean Dem ETHNICITY: Other GENDER/AGE: Female 45-54 REGION: Great Lakes

*I would like to hear him say that he is going to work on getting rid of the No Child Left Behind registration. What I personally don't like about it is that it bases so much of education on testing scores, and I don't think that that is a fair way to evaluate students or teachers. The government's not funding it, and putting school districts into deficit.*

### **Social Security**

BALLOT: Def Kerry 2000 VOTE: N/A PARTY ID: Lean Dem ETHNICITY: White GENDER/AGE: Male 25-34 REGION: Outer South

*I like to know more about his stance on a national health care plan and Social Security.*

BALLOT: Other 2000 VOTE: Buchanan PARTY ID: Not Str GOP ETHNICITY: Other GENDER/AGE: Female 55-64 REGION: Deep South

*He's going to straighten out Social Security. Make it so people can afford medicine. People on Social Security can't afford medicine. People on Social Security can't afford much, and don't have much money coming in. They have to pay a lot for their medicine. That's all.*

### **Terrorism**

BALLOT: Def Kerry 2000 VOTE: Nader PARTY ID: Str Dem ETHNICITY: Black GENDER/AGE: Male 25-34 REGION: Mid Atlantic

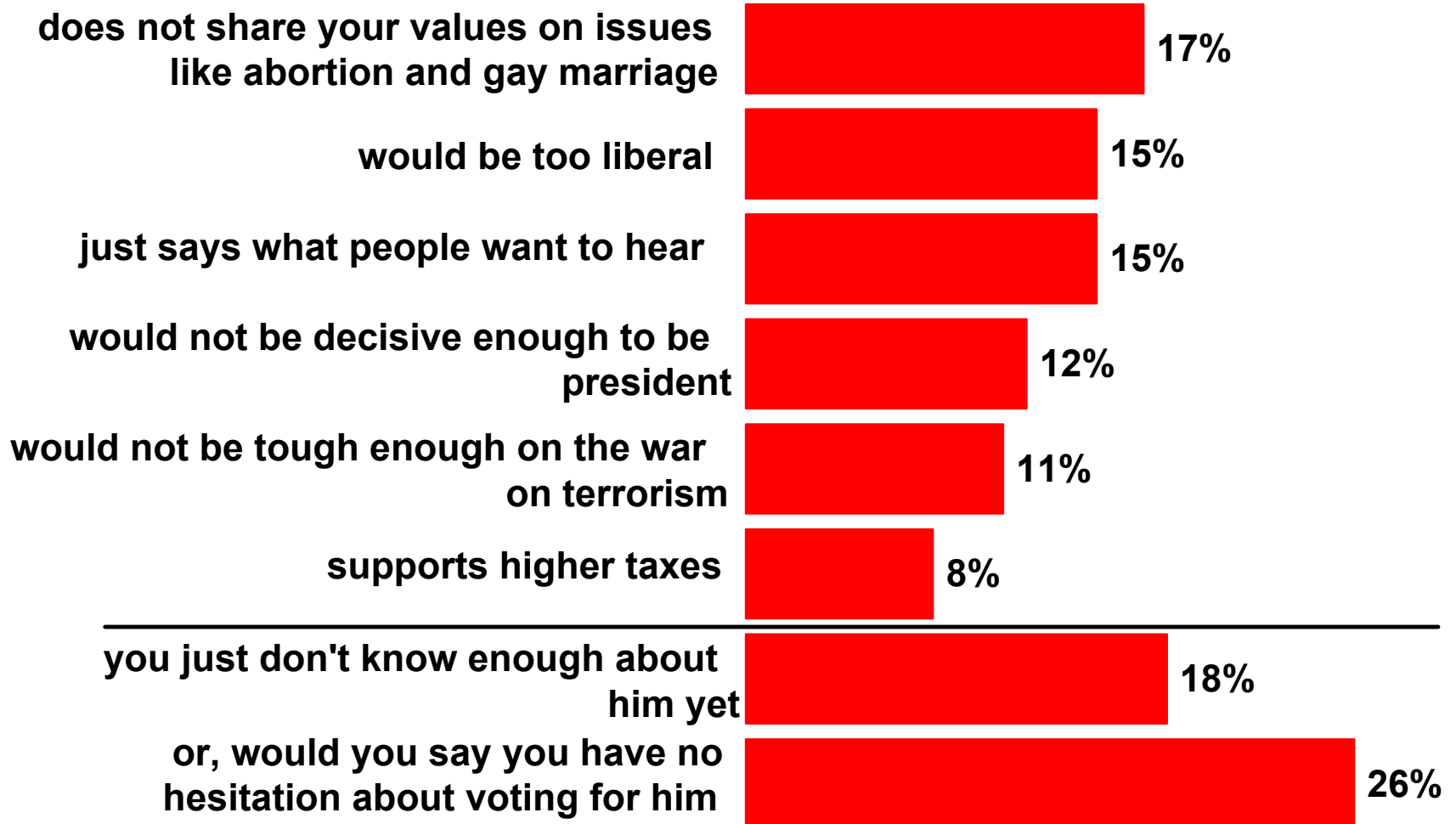
*National security, his plans in Iraq and his plans to combat terrorism.*

BALLOT: Def Kerry 2000 VOTE: Gore PARTY ID: Lean Dem ETHNICITY: Black GENDER/AGE: Male 45-54 REGION: Great Lakes

*Economy and Iraq. Jobs, on the economic side. I want to know about the terrorist activities in Iraq.*

**Voters were also asked about their “one or two doubts or concerns about John Kerry” and asked to select from a range of options presented on the survey.**

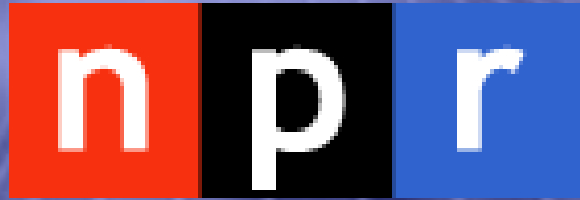
# Hesitations about John Kerry...



*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...*

## Hesitations about Kerry by Ballot Position

|   | Total      | Bush Voters | Undecided  | Kerry Voters |
|---|------------|-------------|------------|--------------|
| Does not share your values on issues like abortion and gay marriage | <b>17%</b> | <b>28%</b>  | <b>11%</b> | <b>6%</b>    |
| Would be too liberal  | <b>15%</b> | <b>27%</b>  | <b>7%</b>  | <b>5%</b>    |
| Just says what people want to hear                                  | <b>15%</b> | <b>22%</b>  | <b>9%</b>  | <b>8%</b>    |
| Would not be decisive enough to be president                        | <b>12%</b> | <b>18%</b>  | <b>16%</b> | <b>6%</b>    |
| Would not be tough enough on the war on terrorism                   | <b>11%</b> | <b>19%</b>  | <b>8%</b>  | <b>3%</b>    |
| Supports higher taxes   | <b>8%</b>  | <b>14%</b>  | <b>5%</b>  | <b>4%</b>    |
| Don't Know enough about him yet                                     | <b>18%</b> | <b>15%</b>  | <b>45%</b> | <b>15%</b>   |
| No hesitation about voting for him                                  | <b>26%</b> | <b>3%</b>   | <b>4%</b>  | <b>56%</b>   |

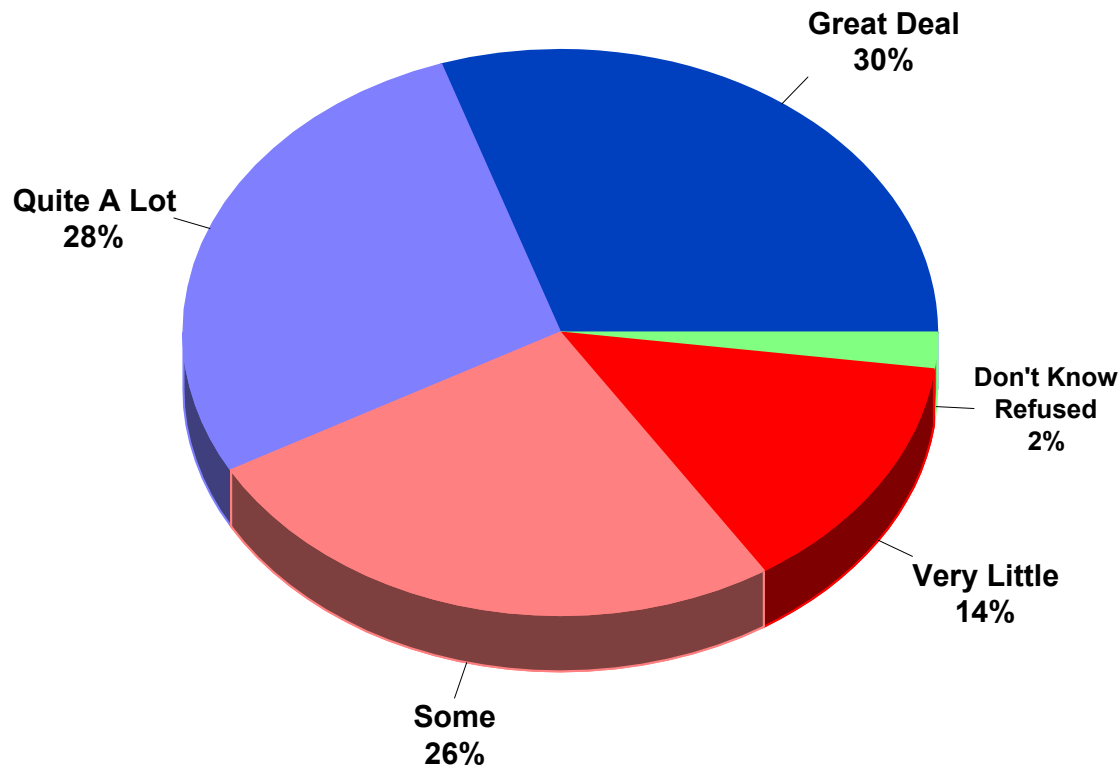


# Confidence in the American Electoral System



**There are definite signs of repair as a majority of voters say they have confidence “in the system in which votes are cast and counted in this country.”**

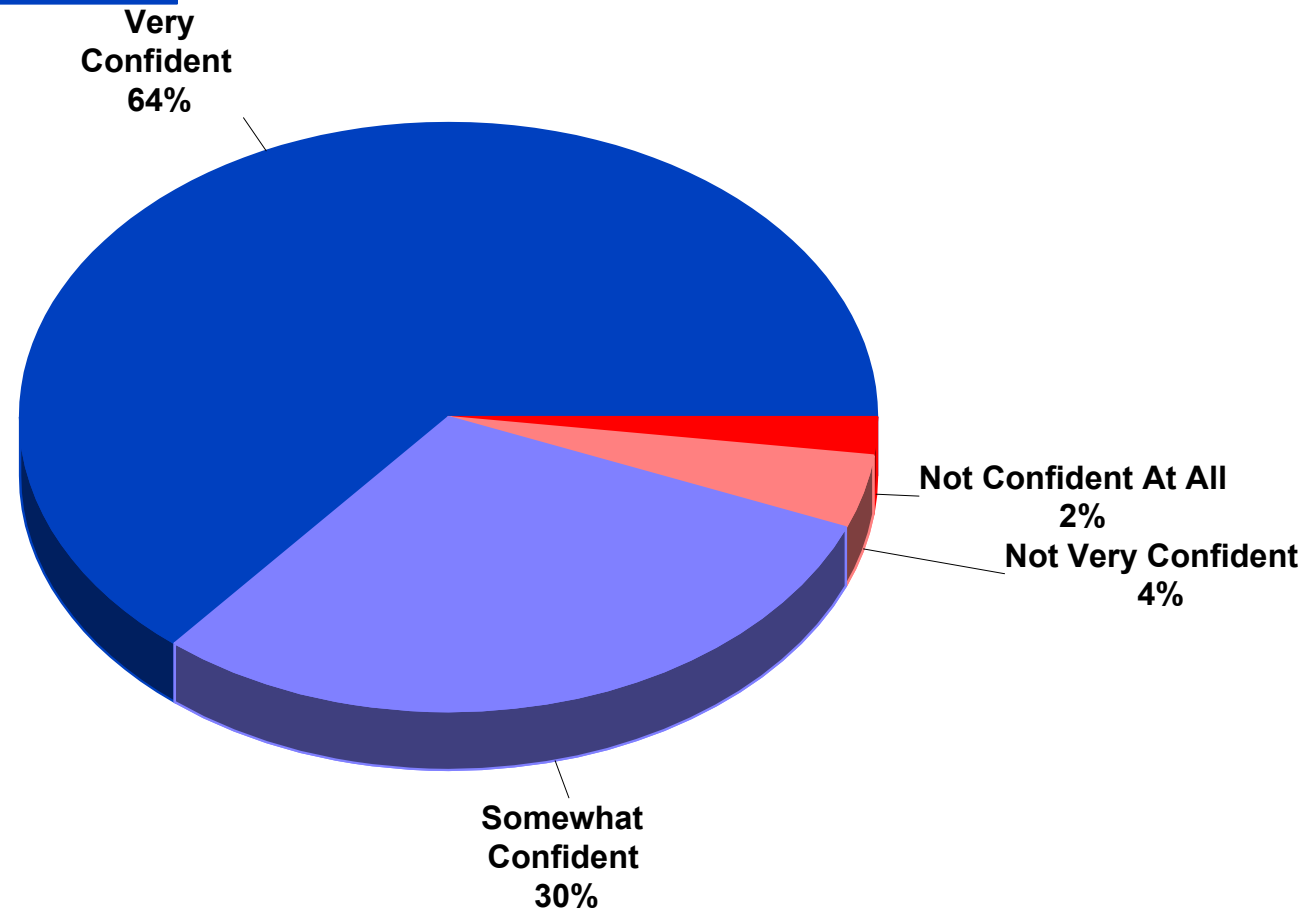
|                              | CNN<br>(12/00) | CNN<br>(11/01) | ABC<br>(10/02) | NPR<br>(7/04) |
|------------------------------|----------------|----------------|----------------|---------------|
| Total Great Deal/Quite A Lot | 30%            | 41%            | 49%            | 58%           |
| Total Some/Very Little       | 69%            | 58%            | 50%            | 40%           |



*How much confidence do you have in the system in which votes are cast and counted in this country? Do you have a ...*

**And almost every voter says they are “confident” their own “vote will be properly and accurately counted.”**

|                            |            |
|----------------------------|------------|
| <b>Total Confident</b>     | <b>94%</b> |
| <b>Total Not Confident</b> | <b>6%</b>  |



*And, thinking about your own vote, how much confidence do you have that your vote will be properly and accurately counted? Are you...*

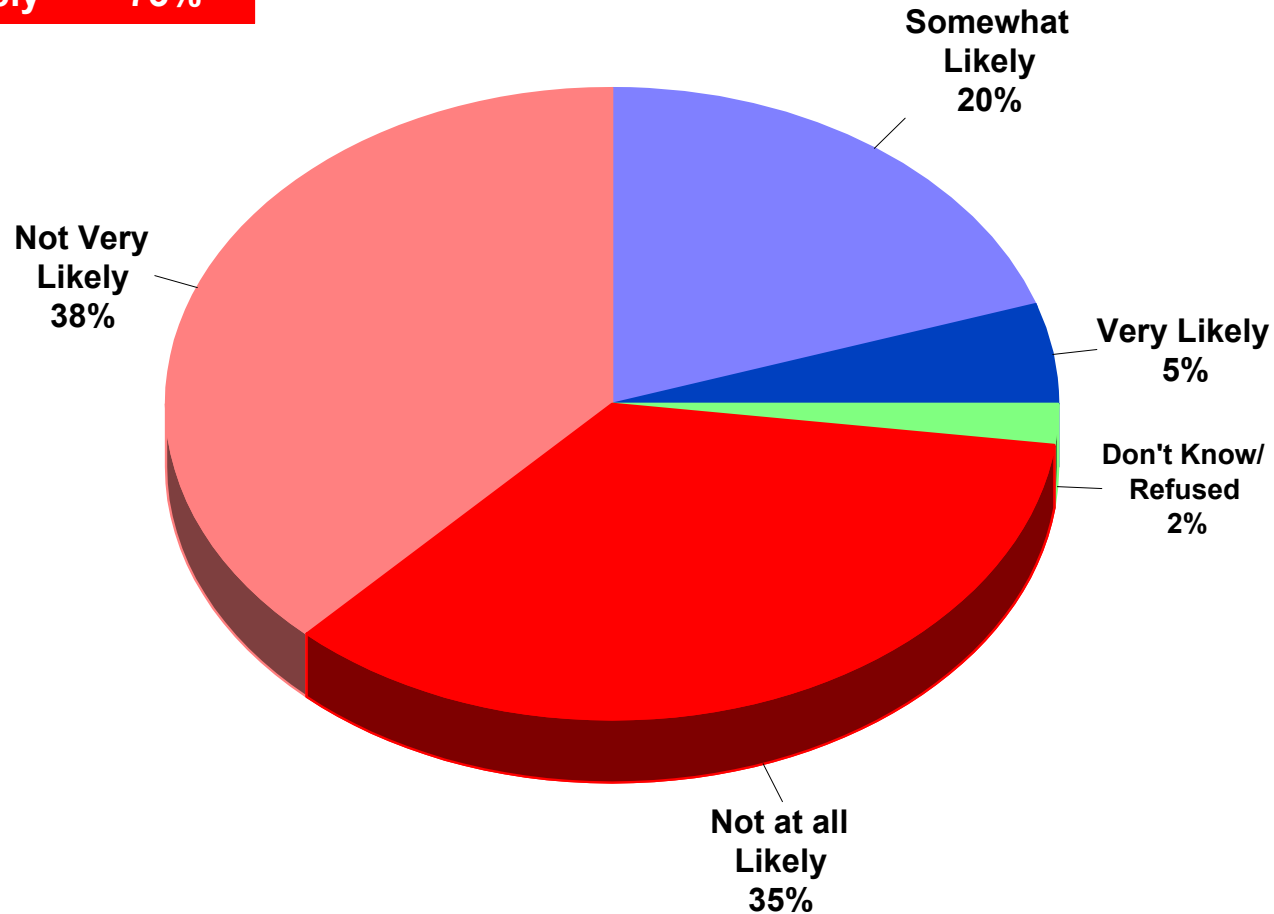
**There are sharp differences by party and ethnicity and among voters in Florida.**

|                         | Confidence in the Country's system to count votes |               |             | Confidence in my vote being properly counted |               |             |
|-------------------------|---|---------------|-------------|--|---------------|-------------|
|                         | Confident   | Not Confident | D/S         | Confident                                    | Not Confident | D/S         |
| <b>Total</b>            | <b>58%</b>  | <b>40%</b>    | <b>+18%</b> | <b>94%</b>                                   | <b>6%</b>     | <b>+88%</b> |
| <b>Ethnicity</b>        |   |               |             |  |               |             |
| <b>White</b>            | <b>62%</b>  | <b>37%</b>    | <b>+25%</b> | <b>96%</b>                                   | <b>4%</b>     | <b>+92%</b> |
| <b>African American</b> | <b>31%</b>  | <b>66%</b>    | <b>-35%</b> | <b>88%</b>                                   | <b>11%</b>    | <b>+77%</b> |
| <b>Latino</b>           | <b>45%</b>  | <b>55%</b>    | <b>-10%</b> | <b>90%</b>                                   | <b>10%</b>    | <b>+80%</b> |
| <b>Party</b>            |   |               |             |  |               |             |
| <b>GOP</b>              | <b>84%</b>  | <b>15%</b>    | <b>+69%</b> | <b>97%</b>                                   | <b>3%</b>     | <b>+94%</b> |
| <b>DEM</b>              | <b>39%</b>  | <b>60%</b>    | <b>-21%</b> | <b>92%</b>                                   | <b>7%</b>     | <b>+85%</b> |
| <b>IND</b>              | <b>54%</b>  | <b>46%</b>    | <b>+8%</b>  | <b>93%</b>                                   | <b>6%</b>     | <b>+87%</b> |
| <b>Region</b>           |   |               |             |  |               |             |
| <b>Florida*</b>         | <b>55%</b>  | <b>45%</b>    | <b>+10%</b> | <b>94%</b>                                   | <b>4%</b>     | <b>+90%</b> |

\*N=49

# Looking ahead, most voters do not believe there will be serious problems “with the voting equipment or some other part of the voting process.”

**Total Likely 25%**  
**Total Not Likely 73%**



*And how likely do you think it is that there could be serious problems with the voting equipment or some other part of the voting process where you vote? Is it...*

# Verbatim Summary - Voting Equipment Concerns

*However, the 38 voters who said they believe it is “very likely” that there will be problems with the voting equipment or some other part of the process where they vote were asked to give their main concerns about that likelihood.*

- ✓ **Voters articulated three themes for what they describe as their concern: General uneasiness due to the Florida hanging chad debacle in 2000, being convinced that “the fix is already in,” and a distrust for computer voting functioning properly and that with computers there is no “paper trail.”**

## Don't trust the machine

**ETHNICITY: White GENDER/AGE: Male 45-54 REGION: Outer South**

*Just the election casting. I'm not sure of the makeup of the computers and the electronics. Nothing. I'm not sure it'd going to go the way I want it to go. I'm unsure about the electronics, not sure about the procedures. That's it.*

**ETHNICITY: White GENDER/AGE: Female 65+ REGION: Mid Atlantic**

*That they maintain their equipment, so that their equipment doesn't fail. I think that the last election, it was a local election, but they were having some problems with the voting equipment. That's it.*

## The fix is already in

**ETHNICITY: Black GENDER/AGE: Female 35-44 REGION: Outer South**

*I'm not as concerned about the equipment, more about the people that are running it. As for the people being trustworthy, I'm not sure if they are trustworthy. That's it.*

**ETHNICITY: White GENDER/AGE: Male 25-34 REGION: Pacific**

*It's all fixed. It's rigged. Since George Bush was pushed into office illegally. That is it.*

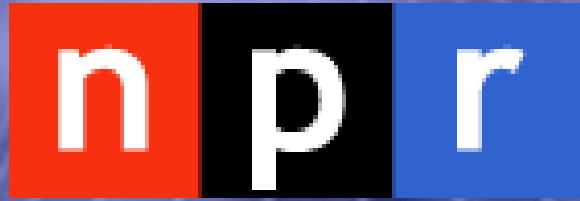
## It's the Chad (Florida 2000)

**ETHNICITY: White GENDER/AGE: Female 45-54 REGION: Northeast**

*That my vote won't get counted. Just like what happened in Florida. That's all.*

**ETHNICITY: White GENDER/AGE: Male 65+ REGION: Northeast**

*They had the business last time, where you punched them. That didn't work out very well. You should either have a written ballot, or where you punch it. They should just get rid of that system, and just have the written ballot.*



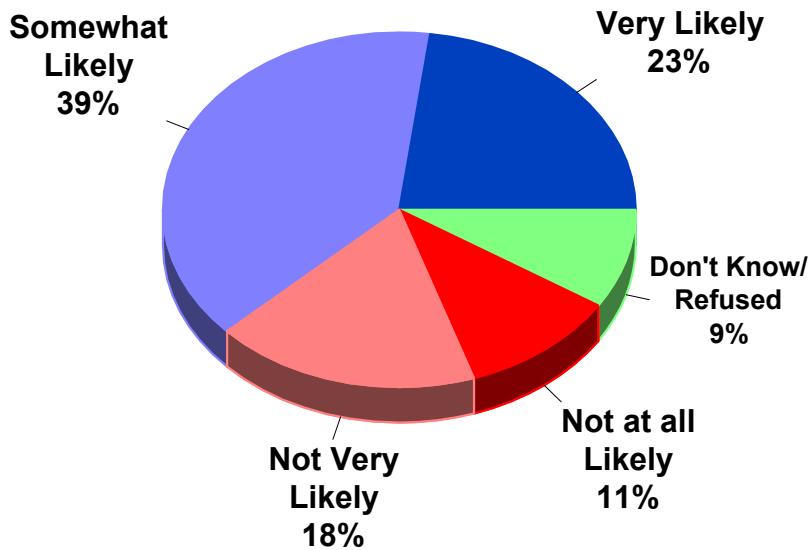
# Terrorist Attacks/ A Delay in the Election



**We asked voters how likely they thought it was that a major terrorist attack could delay the election. Actual fear for the elections being disrupted due to a terror attack is significantly lower in comparison to the more generic sentiment from a recent Fox News poll showing a majority believing there could be a terrorist attack leading up to the election.**

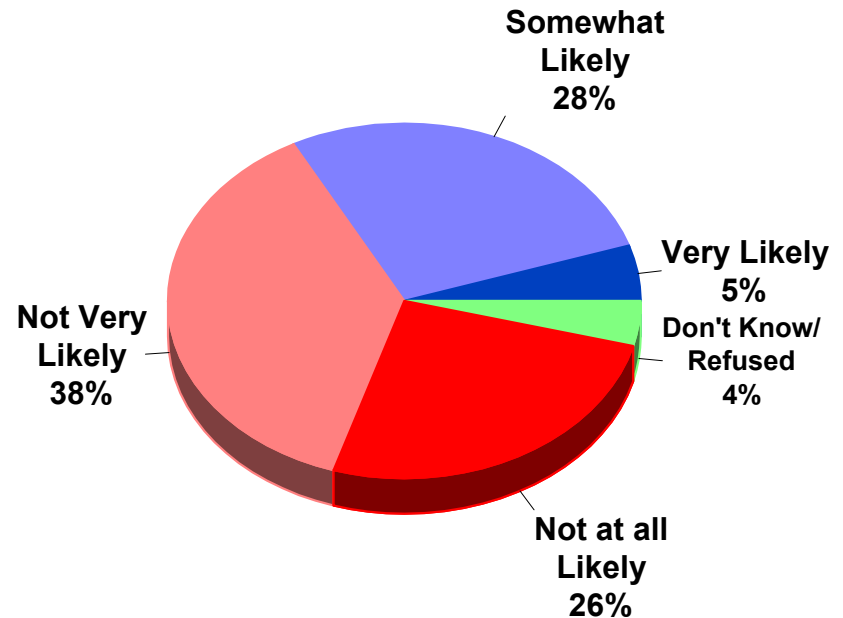
**“Attack likely to influence the Election”**  
*Fox News (6/22-23/04)*

**Total Likely 62%**  
**Total Not Likely 29%**



**“Attack likely to delay the Election”**  
*NPR (7/18-20/04)*

**Total Likely 33%**  
**Total Not Likely 64%**



*How likely do you think it is that there will be a major terrorist attack on U.S. soil later this year to try to influence the outcome of the presidential election?...*

*And how likely do you think it is that there could be a delay in the election because of a major terrorist attack? Is it..*