

National Public Radio

June 15, 2004





Methodology

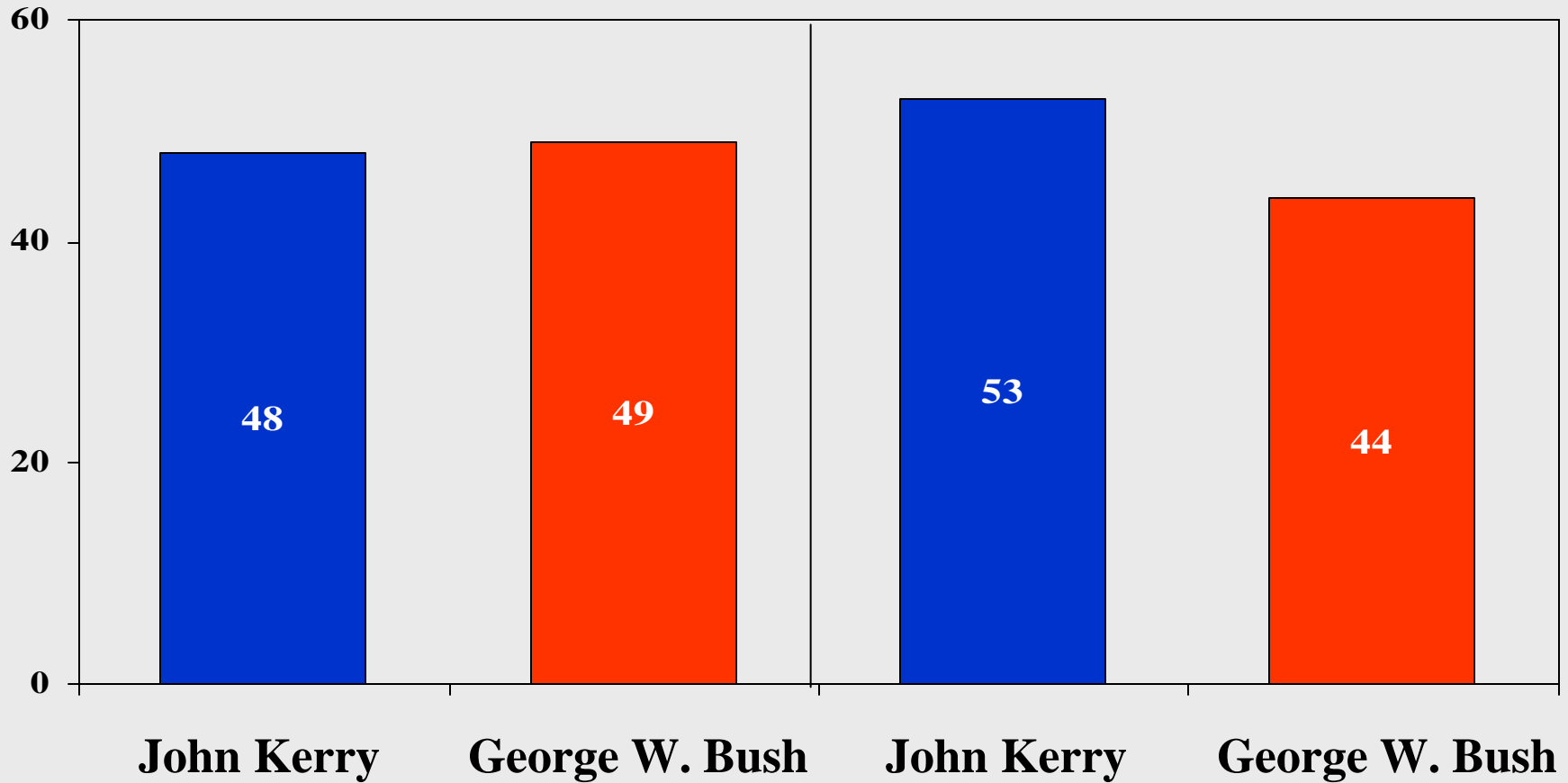
- **The reported results on public attitudes come from a national survey conducted by Greenberg Quinlan Rosner Research (GQR) and Public Opinion Strategies (POS) for National Public Radio (NPR). The firms, together with NPR, developed questions to inform a news segment for Morning Edition. GQR added the NPR questions to an omnibus national survey that fielded June 6-10, 2004.**
- **With a view to the upcoming elections, the surveys were 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 1,016 voters, with a margin of error of +/- 3.1 percent.**



Presidential Vote

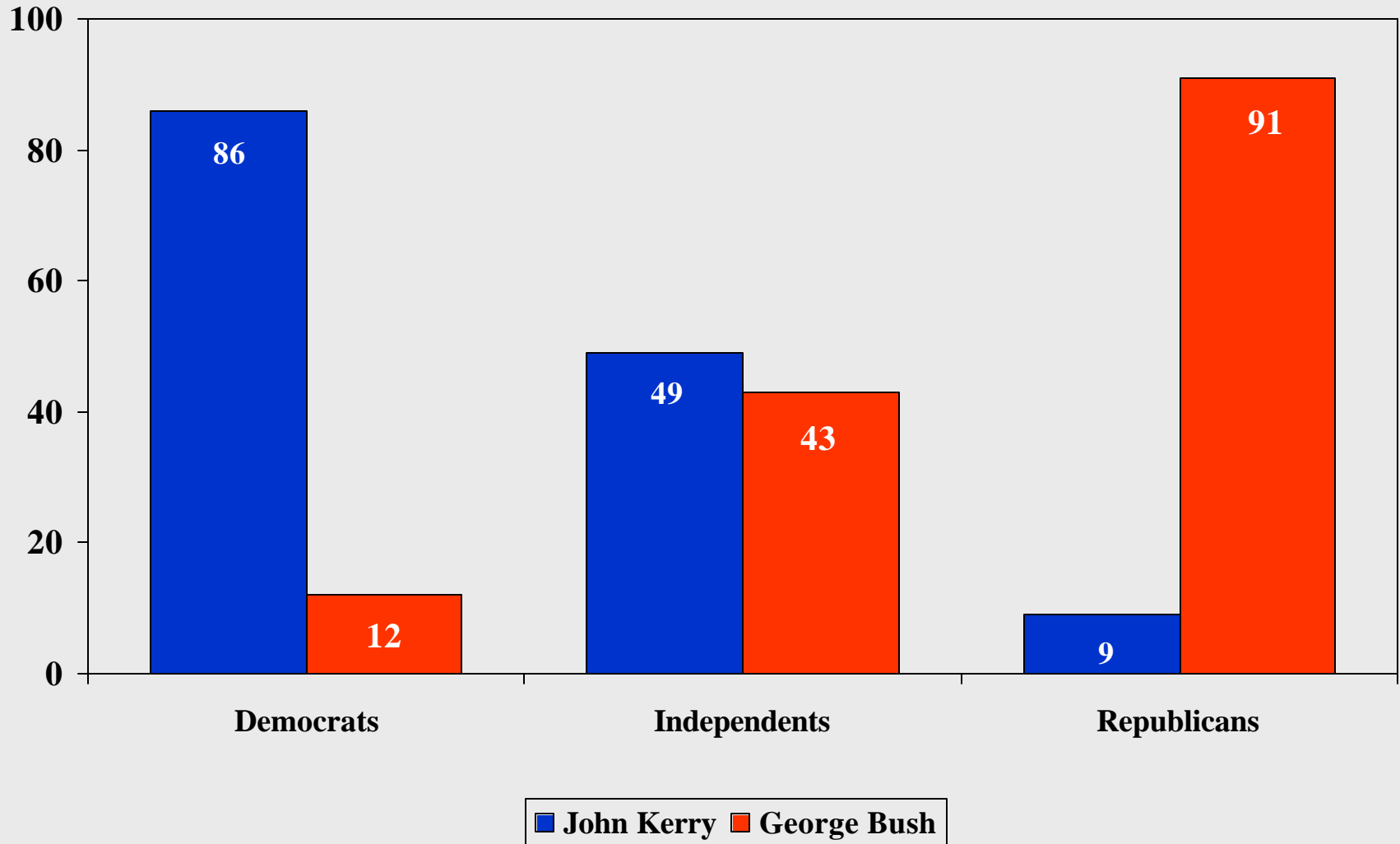
Total

Battleground States



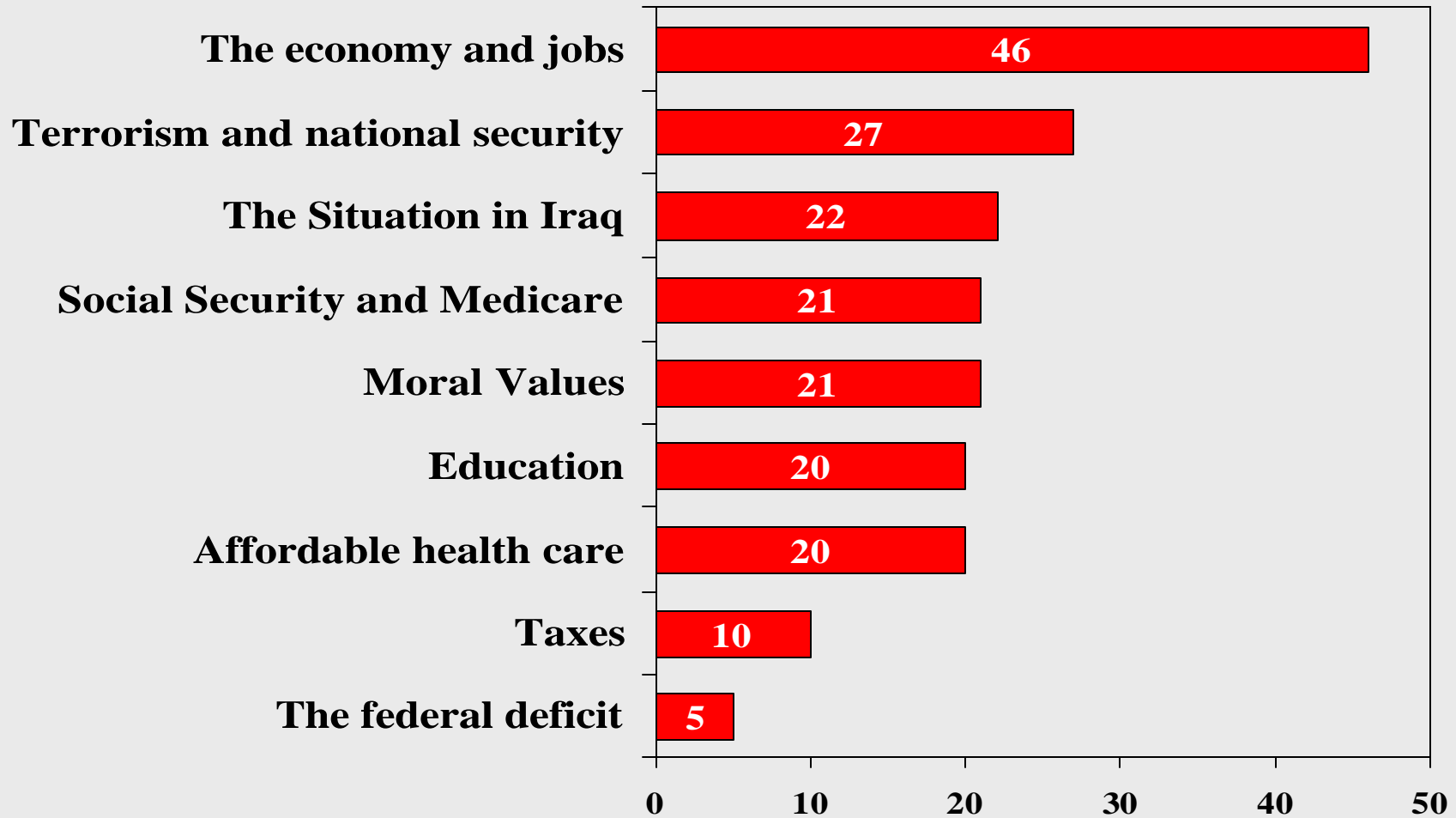


Presidential Vote





Concerns on Country Direction



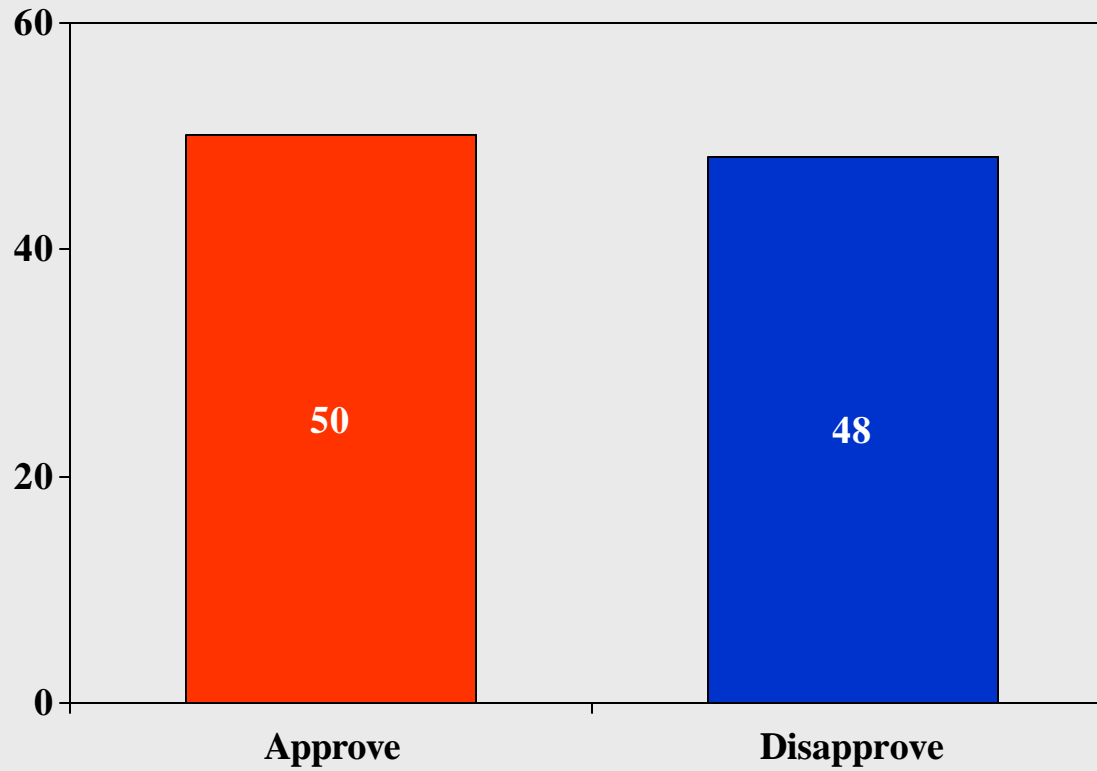
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Figure # 4

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

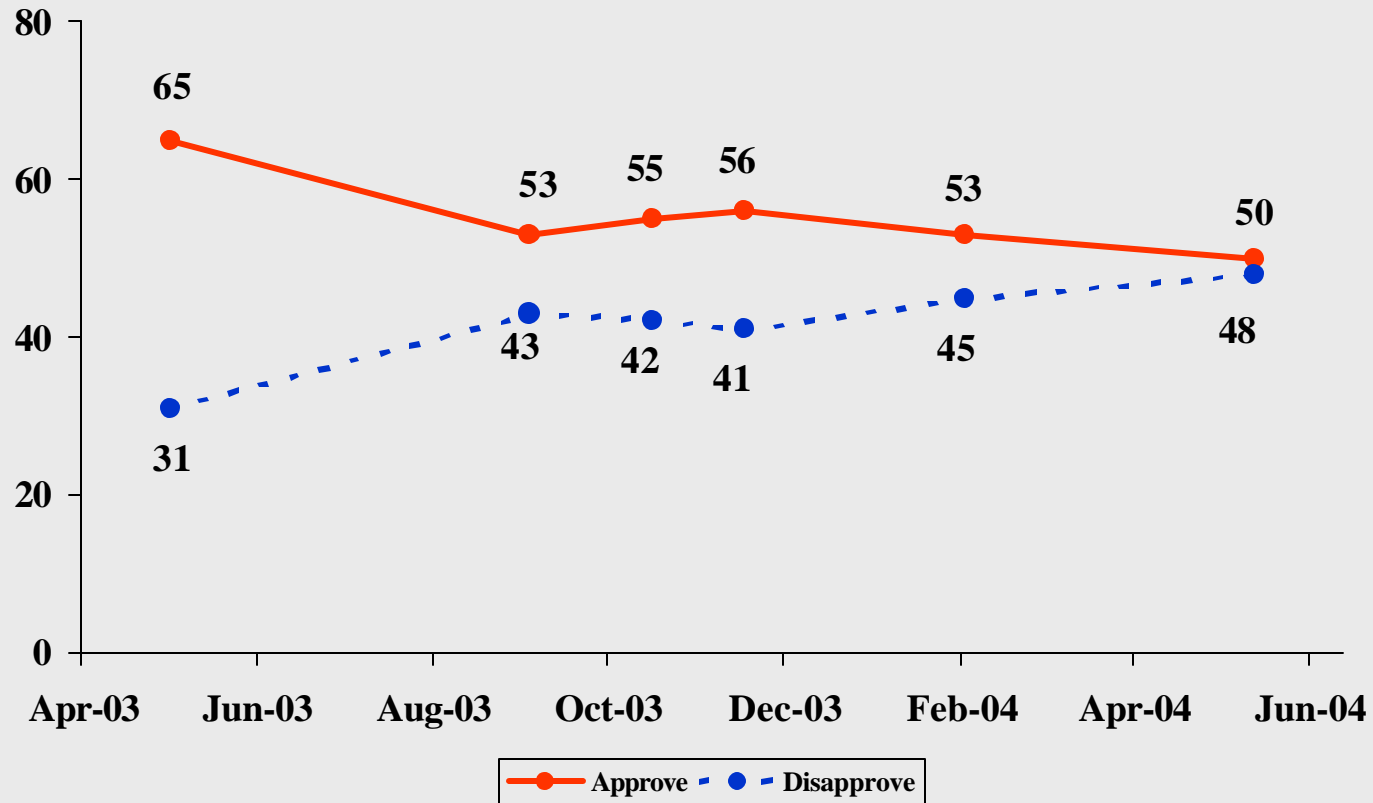


Bush Job Approval





Bush Job Approval





Direction of the Country



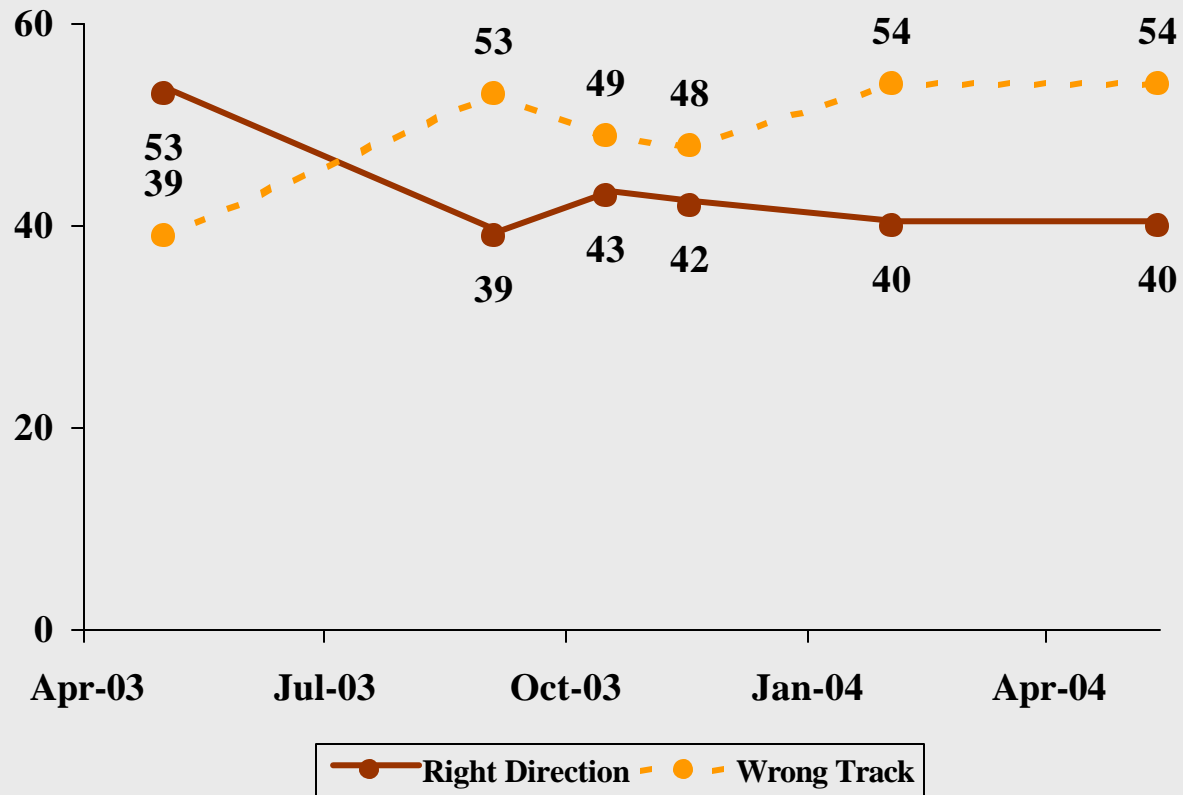
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Figure # 7

“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





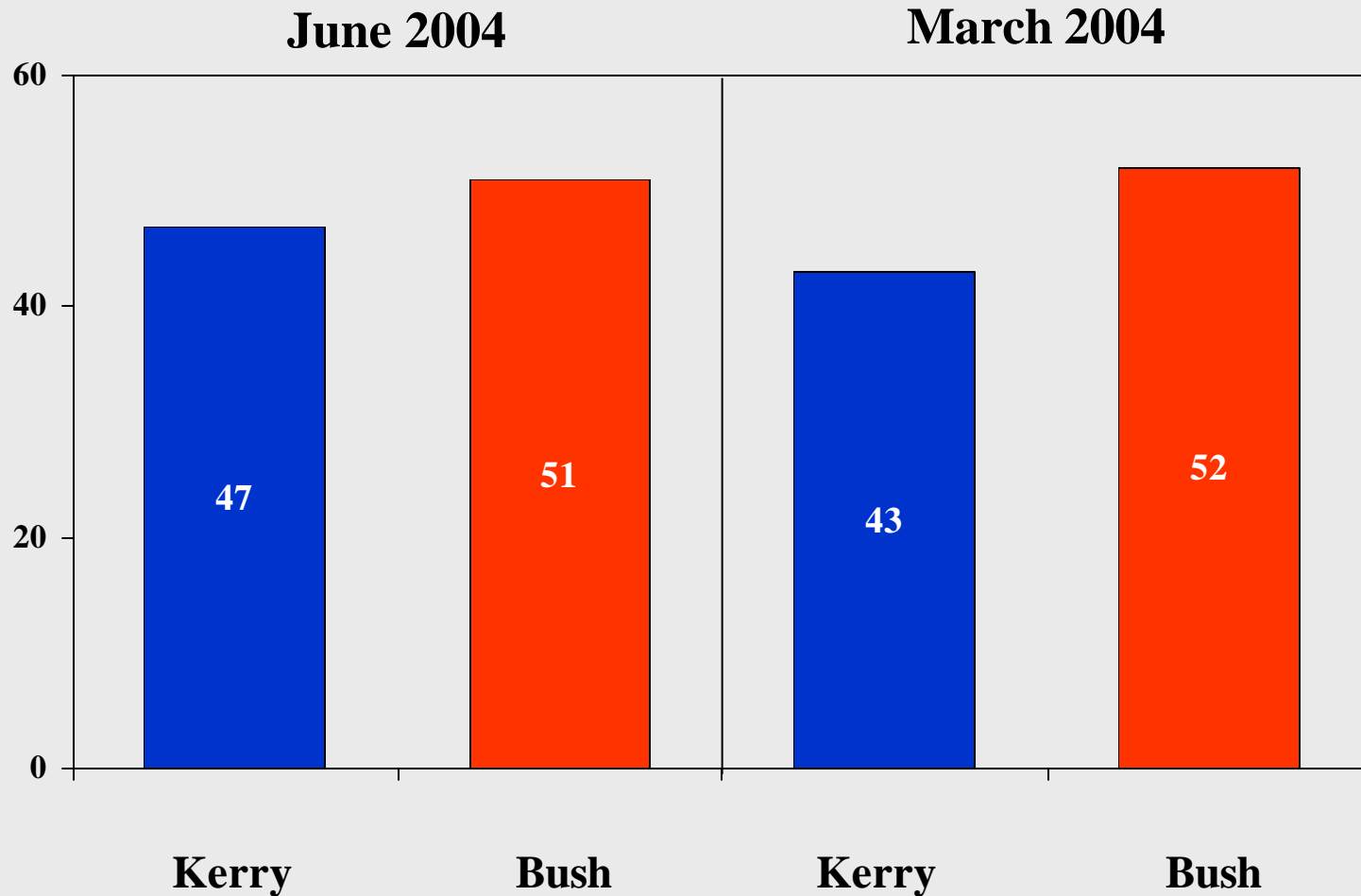
Iraq and Terrorism Messages

George W. Bush says America is safer today because of our military action in Afghanistan and Iraq. Worldwide, nearly two-thirds of the known al Qaeda leaders along with Saddam Hussein have now been captured or killed. Bush says we need a leader who will always put America's security first, but John Kerry voted to cut funding for gathering the intelligence we need to win the war on terrorism, voted against the weapons used so successfully in Iraq, and opposes the death penalty in ALL circumstances even for terrorists. Bush says America must continue our policy of engaging terrorists abroad to keep us safe here at home.

John Kerry says we cannot let up in the war on terrorism and agrees the world is better off without Saddam Hussein. But President Bush's go-it-alone foreign policy has badly damaged our alliances and undermined respect for America in the world. Going it alone in Iraq diverted us from the main battle against the terrorists in Afghanistan and over-extended our military, leaving them exposed in Iraq. And it left American taxpayers with an eighty-seven billion dollar bill to pay alone, with more bills to come, instead of addressing problems at home. Kerry says, we must battle the terrorists but as a country respected and leading strong alliances.



Iraq and Terrorism Vote



NPR

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Figure # 10

“For whom would you vote if you heard the following statements from George W. Bush and John Kerry.”



Health Care Messages

George W. Bush says health care must be more affordable. We can lower costs by small businesses banding together to negotiate lower insurance rates, stop the frivolous lawsuits so doctors pay less for medical malpractice insurance and provide tax credits so working families can afford coverage. Bush's new Medicare plan means seniors will save on drugs. The plan provides a drug savings card for all seniors and twelve hundred dollars for lower income seniors to help pay for the drugs they need. Bush says John Kerry's proposal is the wrong prescription, as it gets the government too involved in our health care system which will only end up costing consumers more and limiting their choices.

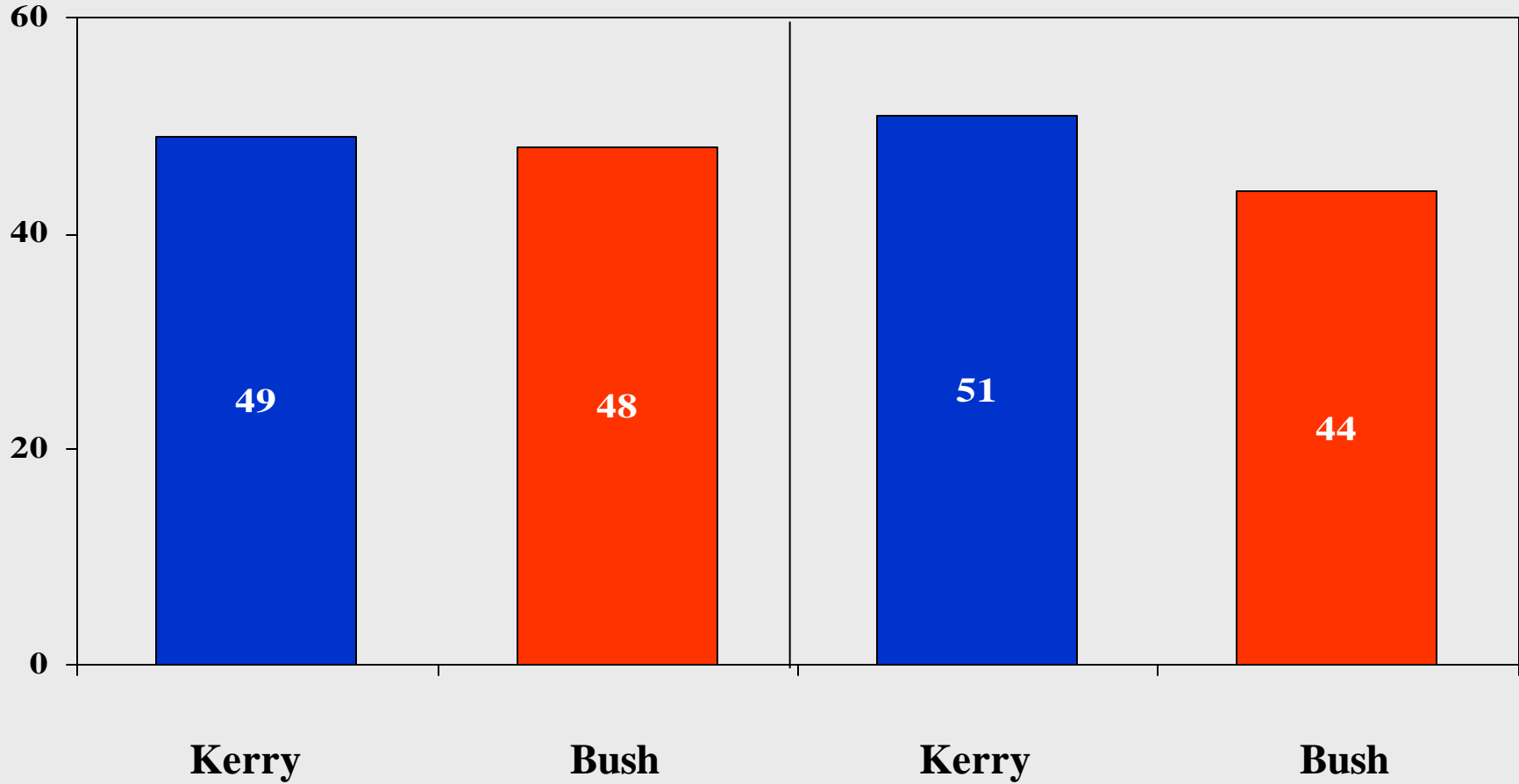
John Kerry says America faces a health care crisis, and President Bush doesn't get it. Health care costs are skyrocketing, over forty million people have no insurance, and new jobs lack good benefits. With big contributions from the insurance and drug companies, President Bush stopped the government from negotiating lower prices and stopped seniors from buying lower cost prescriptions in Canada. His Medicare bill is a giveaway to the drug companies and forces seniors to join HMOs. Kerry proposes allowing the government to use its power to negotiate lower drug prices, making it easier for employers to provide coverage for workers and making sure we cover all children.



Health Care Vote

June 2004

March 2004





Jobs and Trade Messages

George W. Bush says he supports free and fair trade, but will not back off our desire to open up markets for U.S. products to create jobs here at home. And, Bush is providing money to train workers for industries that are creating the most new jobs. Bush says the way to create new jobs is to allow people to keep more of what they earn. But John Kerry supported raising taxes on Medicare, Social Security benefits, and eliminating a five hundred dollar per child tax credit. Kerry even supported a fifty cent per gallon increase in the gas tax. Bush warns higher taxes will choke off the economic recovery and the creation of good high paying jobs.

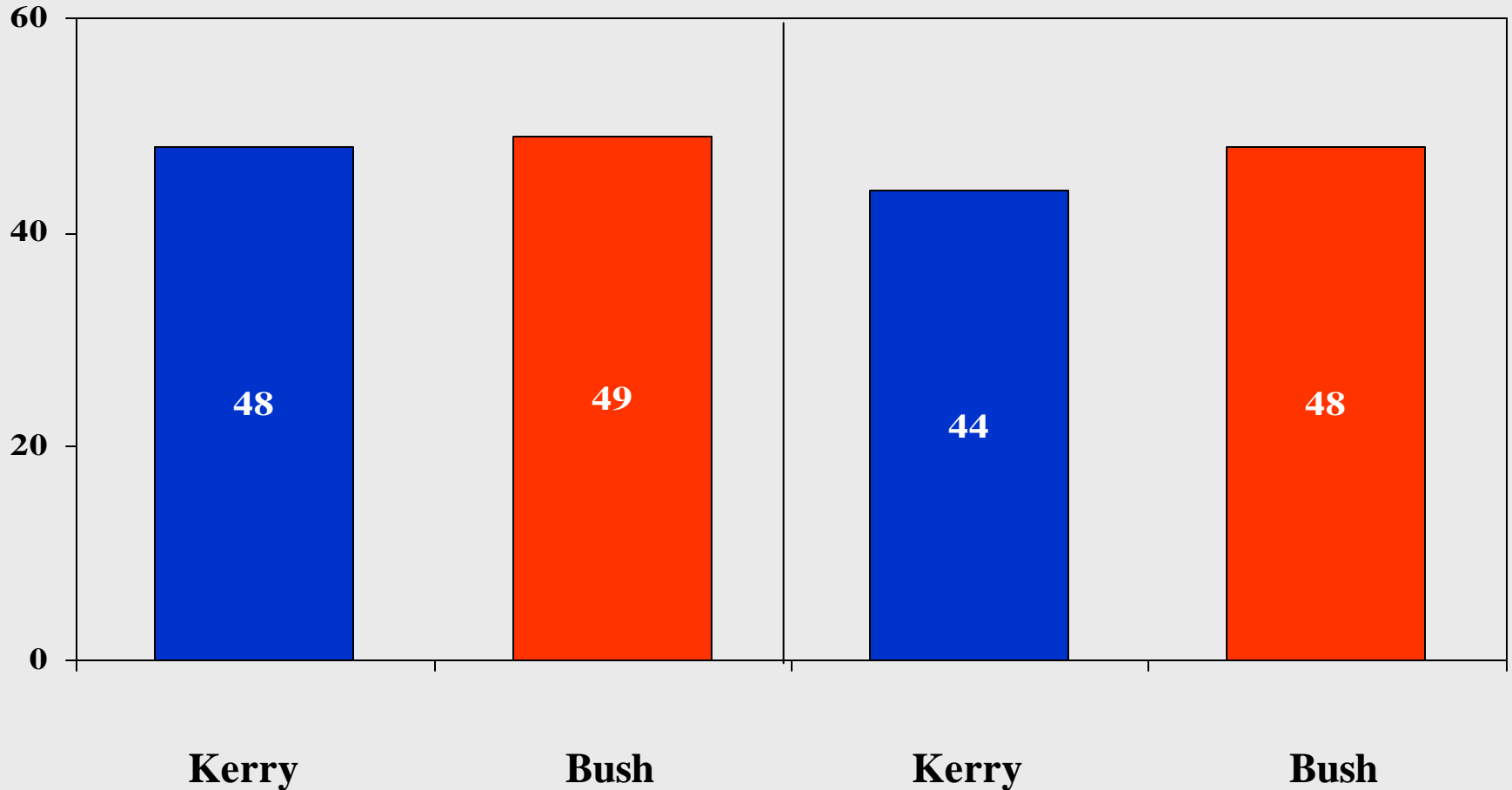
John Kerry says we need a change in our economic direction. President Bush says the economy is growing, but he hasn't noticed that America has lost three million jobs and costs are skyrocketing for health care, college and housing. The president's economic policy encourages the export of American jobs and he supports laws that allow companies to relocate overseas, avoiding paying U.S. taxes. Kerry says he will enforce current trade agreements to ensure fair trade and stop China's practices that undercut U.S. produced products. Instead of cutting taxes for the wealthiest, we should use the funds to improve education, access to training and college, cut middle class taxes, and reduce health care costs.



Jobs and Trade Vote

June 2004

March 2004



“For whom would you vote if you heard the following statements from George W. Bush and John Kerry.”



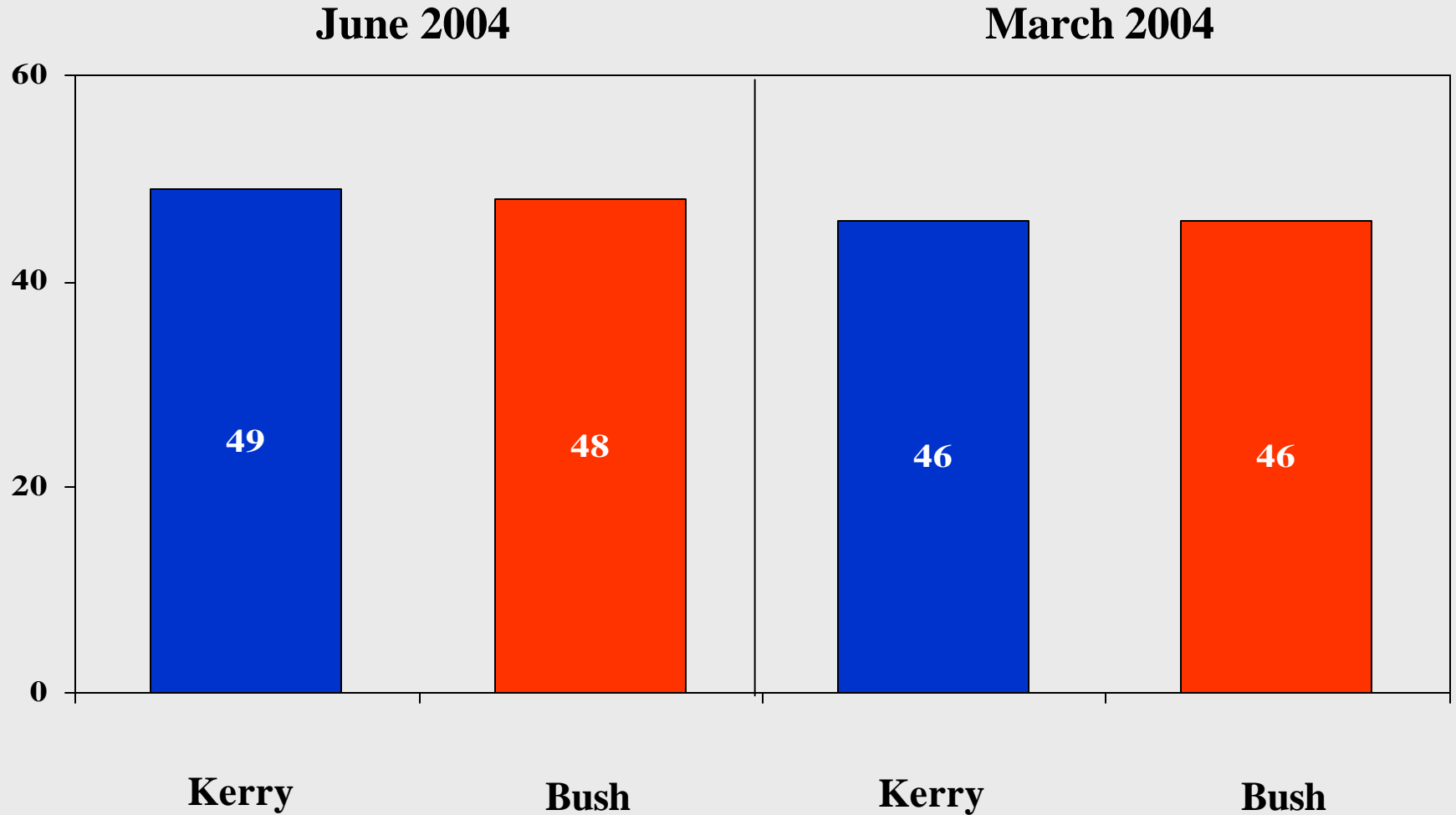
Gay Marriage Messages

George W. Bush says he believes marriage is the union of one man and one woman. We should continue to recognize heterosexual marriage as ensuring, promoting, and supporting a tested social structure for the bearing and raising of children. Bush says we must remember though the same moral tradition that defines marriage also teaches us that each individual has dignity and value in God's sight. While Bush says different states SHOULD have the freedom to allow civil unions, because judges in states like Massachusetts insist on legalizing gay marriage, the courts have left no choice and Bush therefore supports an amendment to the Constitution that defends the sanctity of marriage.

John Kerry says he is opposed to gay marriage. We should maintain marriage as a union of a man and a woman, but we do not need a constitutional amendment to ban gay marriages where the federal government dictates what people must do. Our states have always handled the question of marriage. Kerry says he personally hopes states bar gay marriage but allow civil unions, where partners can at least be allowed the same health care benefits, visitation rights and inheritance. Kerry says, it is sad that the president, apparently for political reasons, is promoting this amendment, instead of addressing the problem of jobs and health care.



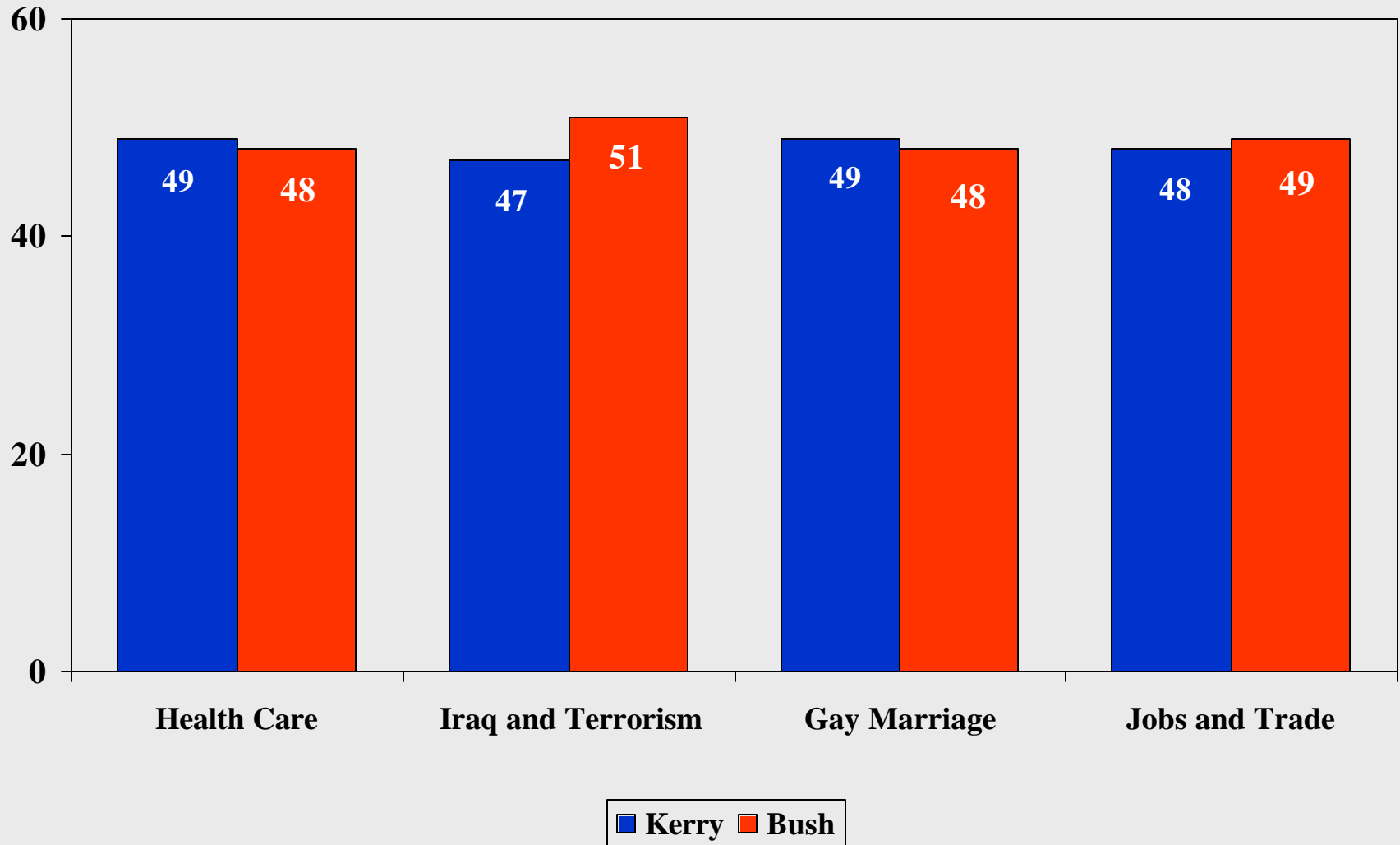
Gay Marriage Vote



“For whom would you vote if you heard the following statements from George W. Bush and John Kerry.”

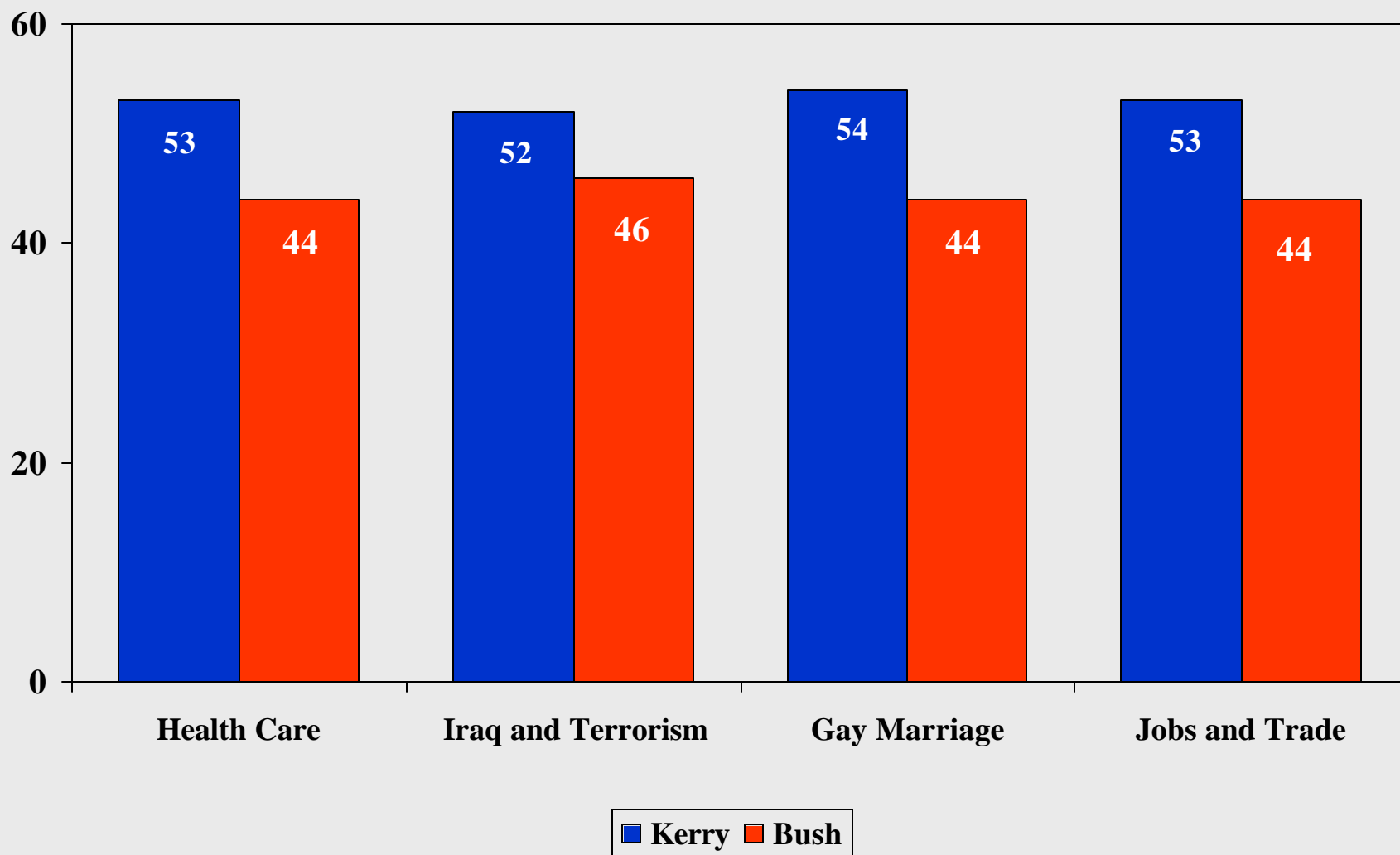


Kerry and Bush Messages





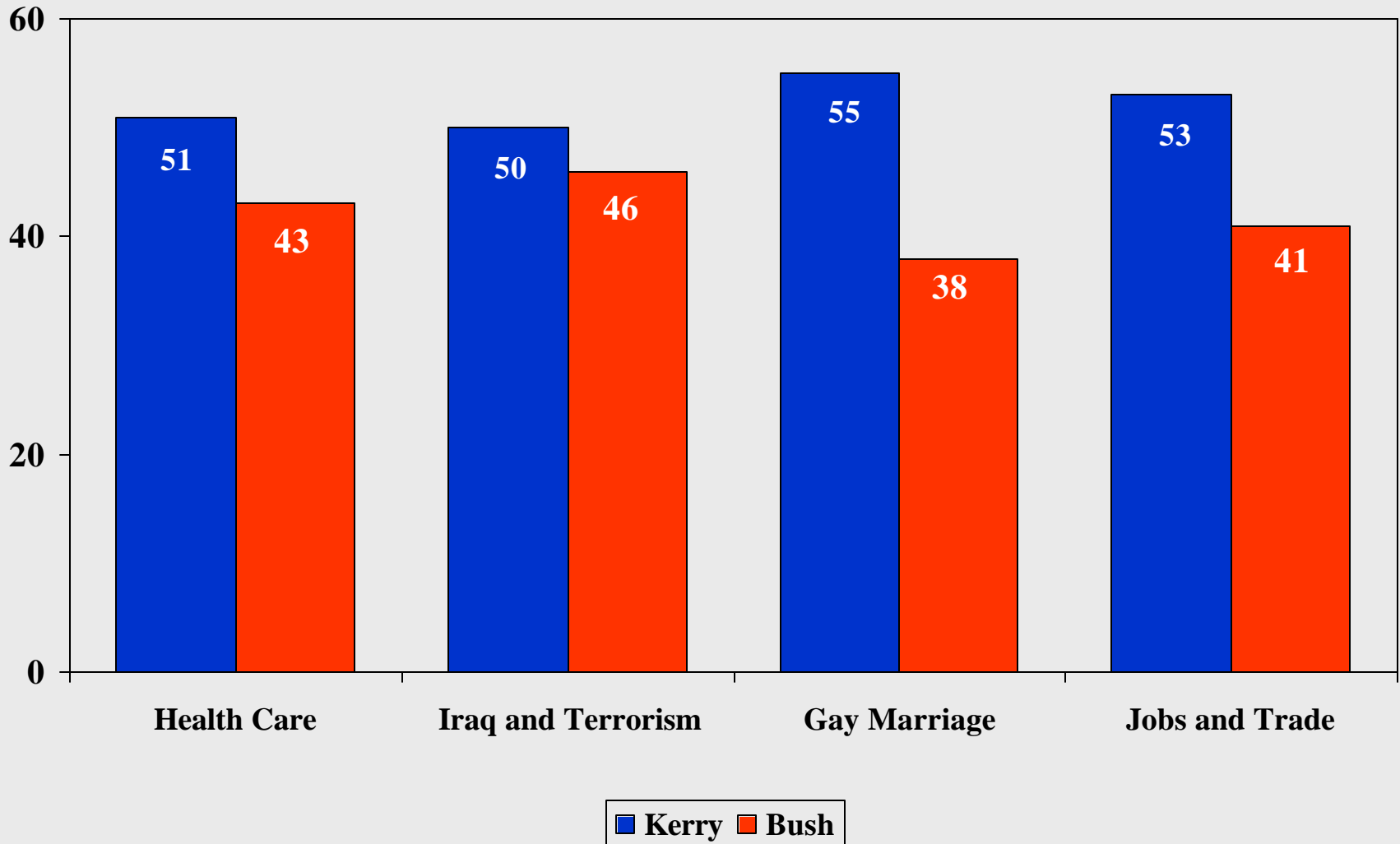
Kerry and Bush Messages in Battleground States





Kerry and Bush Messages

Independents





Presidential Vote

Pre-Ballot

Post-Ballot

