

September 26-28, 2004
1000 Likely Voters
Margin of Error +/- 3.1%

FREQUENCY QUESTIONNAIRE
poll conducted by Greenberg Quinlan Rosner Research

Q.3 First of all, are you registered to vote at this address?

	Total
Yes	100
No.....	-

(ref:SCREEN1)

Q.4 Many people weren't able to vote in the 2000 election for President between George Bush, Al Gore, and Ralph Nader. How about you? Were you able to vote, or for some reason were you unable to vote?

	Total
Voted.....	92
Not registered in 2000/Ineligible/too young	3
Did not vote.....	5
(Can't remember/Don't know/Refused).....	0

(ref:VOTE00)

Q.5 Were you registered to vote at that time and did not vote, or were you not registered to vote?

	Total
Registered, but did not vote	25
Not registered.....	75
(Can't remember/Don't know)	-
(Refused).....	-

(ref:NEWREG00)

Q.6 As you know, there was an election for Congress and other offices in 2002. Many people weren't able to vote. How about you? Were you able to vote or for some reason were you unable to vote?

	Total
Voted.....	84
Did not vote.....	14
(Can't remember/Don't know)	2
(Refused).....	0

(ref:VOTE02)

Q.7 Were you registered to vote at that time and did not vote, or were you not registered to vote?

	Total
Registered, but did not vote	57
Not registered	40
(Can't remember/Don't know)	2
(Refused)	-
(ref:NEWREG02)	

Q.8 What are the chances of your voting in the election for President this year: are you almost certain to vote, will you probably vote, are the chances 50-50, or don't you think you will vote?

	Total
Almost certain	97
Probably	3
50-50	-
Will not vote.....	-
(Don't know/refused).....	-
(ref:CP3)	

Q.9 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?

	Total
Right direction.....	43
Wrong track.....	52
(Don't know/refused).....	4
Right - Wrong	-9
(ref:DIRECT)	

Q.10 Do you approve or disapprove of the way George Bush is handling his job as president?

	Total
Strongly approve	38
Somewhat approve	11
Somewhat disapprove	10
Strongly disapprove	39
(Don't know/Refused)	2
Total approve	49
Total disapprove	49
Approve - disapprove	0
(ref:CANDAPP2)	

Q.11 Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person or organization. If you have no opinion or never heard of that person or organization, please say so.

	Mean	% Warm	% Cool	% ID
11 The Republican Party	52.5	47	38	99
12 The Democratic Party.....	51.2	44	37	98
13 George W. Bush	52.4	50	43	100
14 John Kerry	47.0	43	45	98
15 John Edwards	49.3	41	38	90
16 Dick Cheney	46.4	43	44	97
17 The N.R.A., or National Rifle Association	49.1	40	38	94
18 Pro-life, anti-abortion groups	50.5	40	38	96
19 The Iraq war	43.8	39	48	98
20 Big corporations	48.2	32	31	94
21 Gay marriage	32.0	23	57	96

(ref:THERM04)

Q.22 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?

	Total
1.....	1
2.....	0
3.....	0
4.....	-
5.....	2
6.....	1
7.....	3
8.....	7
9.....	8
10.....	78
(Don't know/Refused)	-
(ref:INTEREST)	

Q.23 (ASKED 3-WAY WHERE NADER ON BALLOT AND 2-WAY OTHERWISE) Thinking about the elections in November, if the candidates for President were Republican George Bush, Democrat John Kerry and Independent Ralph Nader, for whom would you vote?

	Total
John Kerry.....	44
Lean John Kerry.....	2
George Bush.....	48
Lean George Bush.....	1
Ralph Nader	1
Lean Ralph Nader	0
(Other).....	1
Lean (Other).....	-
(Undecided).....	2
(Refused).....	1
Total John Kerry.....	46
Total George Bush.....	49
Total Ralph Nader.....	1
Total (Other).....	1
Total (Undecided/Refused).....	2
John Kerry - George Bush	-3
[542 Respondents]	
Total Ralph Nader (where on ballot).....	2
(ref: KRBSHVT)	

Q.27 Even though you are not supporting Democrat John Kerry now, what are the chances that you might support 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?

	Total
Fair chance	4
A small chance	3
Just a very slight chance.....	4
No chance at all.....	42
(Don't know/Refused)	1
Kerry Supporter.....	46
(ref:PCKR)	

Q.28 Even though you are not supporting Republican George Bush now, what are the chances that you might support 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?

	Total
Fair chance	2
A small chance	4
Just a very slight chance.....	4
No chance at all.....	40
(Don't know/Refused)	1
Bush Supporter.....	49
(ref:PCBSHKR)	

[542 Respondents]

Q.29 (WHERE NADER ON BALLOT) Even though you are not supporting Ralph Nader now, what are the chances that you might support Ralph Nader 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?

	Total
Fair chance	3
A small chance	7
Just a very slight chance.....	14
No chance at all.....	73
(Don't know/Refused)	1
Nader Supporter.....	2
(ref:PCNADER)	

Q.30 Again, I know it's a long way off, but thinking about the elections this year, if the election for U.S. Congress were held today, would you be voting for the Democratic candidate or the Republican candidate in your district where you live?

	Total
Democratic candidate.....	44
Lean Democratic candidate.....	3
Republican candidate	42
Lean Republican candidate	4
(Other candidate).....	2
Lean (Other candidate).....	-
(Undecided).....	4
(Refused).....	1
Total Democratic candidate	47
Total Republican candidate	46
Total (Other candidate)	2
Total (Undecided/Refused).....	5
 Democratic candidate - Republican candidate	 2
(ref:GC1)	

Q.32 Now let me ask overall, do you think the country should continue in the direction Bush is headed or go in a significantly different direction?

	Total
Different direction strongly.....	47
Different direction not so strongly	4
Bush direction not so strongly.....	7
Bush direction strongly	40
(Don't know/refused).....	2
 Total Different direction.....	 51
Total Bush direction.....	47
 Different direction - Bush direction.....	 4
(ref:COUNTDIR)	

Q.33 Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think John Kerry or George Bush would do a better job with this issue. If you do not know, just tell me and we will move on to the next item.

	Kerry Much Btrr	Kerry Smwt Btrr	Bush Smwt Btrr	Bush Much Btrr	Both	Nei- ther	DK/ Ref	Total Kerry Btrr	Total Bush Btrr	Kerry - Bush
33 The economy	31	16	17	29	-	1	5	47	47	-
34 Education.....	32	14	16	29	1	2	7	46	45	1
35 Taxes	25	18	13	35	0	2	7	43	48	-4
36 Foreign policy.....	29	15	12	37	0	1	6	44	49	-5
37 The war on terrorism.....	22	14	9	47	1	2	6	36	55	-19
38 Iraq	27	15	10	40	0	1	6	42	51	-9
39 Being on your side.....	31	13	10	34	0	4	7	44	44	-
40 Raising middle class living standards.....	33	15	15	27	1	3	6	49	42	7
41 Prescription drug coverage for seniors.....	30	16	14	20	1	3	16	46	34	13
[502 Respondents]										
42 (SPLIT B) Making America stronger at home	28	16	8	41	0	1	5	44	49	-6
43 Having a hopeful vision of the future	31	14	10	37	2	2	4	45	47	-2
[502 Respondents]										
44 (SPLIT A) Making America respected in the world.....	37	10	11	33	1	3	4	47	45	2
45 Has clear plans on what he wants to achieve	20	14	12	41	2	4	7	35	53	-19
46 Health care..... (ref:KBBETJOB)	33	18	15	21	1	3	9	51	36	14

Q.47 Now I'm going to read you some pairs of statements. As I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right.

	1 st Strng	1 st Weak	2 nd Weak	2 nd Strng	Both	Nei- ther	DK/ Ref	Total 1 st Stmt	Total 2 nd Stmt	1 st - 2 nd
[502 Respondents]										
47 (SPLIT A) The war in Iraq was not worth the cost of U.S. lives and dollars.										
The war in Iraq was worth the cost of U.S. lives and dollars.										
	44	7	7	39	0	-	2	52	46	6

[502 Respondents]										
48 (SPLIT B) There have been economic gains and tax cuts for the biggest corporations and highest earners, but not for middle class and working Americans. Jobs are scarce, incomes have barely risen in 3 years, while health care, college and housing costs are skyrocketing.										
The economy is showing real signs of success - record growth, highest home ownership ever, new jobs and rising stock values which shows that the Bush tax cuts are working and our economy is moving in the right direction.....										
	48	7	10	31	1	1	2	55	41	14

[502 Respondents]										
49 (SPLIT C) The U.S. is losing ground in Iraq.										
The U.S. is making progress in Iraq.										
	39	8	12	37	0	1	3	47	49	-2

	1 st Strng	1 st Weak	2 nd Weak	2 nd Strng	Both	Nei- ther	DK/ Ref	Total 1 st Stmt	Total 2 nd Stmt	1 st - 2 nd
[502 Respondents]										
50 (SPLIT D) The Iraq war has made us LESS secure.										
The Iraq war made us MORE secure.....	41	6	11	39	0	1	2	47	50	-3

[502 Respondents]										
51 (SPLIT C) For me, what I most want to hear is how the candidates will do something different on the economy and health care.										
For me, what I most want to hear is how the candidates will deal with our security and terrorism.....	41	9	6	32	9	1	2	50	38	12

52 The debates could really influence whom I vote for.										
The debates are coming up, but, to be honest, I really know whom I'm voting for.....	15	6	4	73	0	2	1	20	77	-57

[475 Respondents]										
53 (SPLIT D) For me, what I most want to hear is how the candidates will deal with the situation in Iraq.										
For me, what I most want to hear is how the candidates will deal with our security and terrorism.....	20	4	10	53	9	2	2	24	63	-38
(ref:VALUES2)										

Q.54 When thinking about John Kerry as a possible president of the United States, what TWO of the following would you like to see more of from John Kerry?

	Total
What he will do about the economy and health care.....	39
How he will handle Iraq.....	28
That he is strong enough to deal with terrorist threats	25
That he's really on the side of the middle class and will stand up to the corporate special interests.....	24
The experience and knowledge to be President	15
That he has strong personal convictions	15
Seeing that he is a person with good values.....	14
(None of these).....	10
(Don't know/Refused)	4
(ref:SEEKERRY)	

Q.55 Which one of the following issue areas would be MOST important to you in deciding how to vote for a candidate for President?

	Total
The economy and jobs	41
Terrorism and security	30
The war in Iraq.....	14
Healthcare	12
(Other).....	1
(Don't know/Refused)	2
(ref:TOP4ISSU)	

Q.56 Now, let me read you some statements by John Kerry on the economy. After the statement please tell me whether this would make you much more likely, somewhat more likely, a little more likely, no more likely, or less likely to support John Kerry in this year's election.

Much Smwt Little No
More More More More Less DK/ Much/Smwt/
Lkly Lkly Lkly Lkly Lkly Ref Smwt Little

[529 Respondents]

56 (SPLIT E) John Kerry says, it's time to restore America's competitive edge in the world. George Bush has created record trade deficits, and millions of American jobs have been shipped overseas. John Kerry says, we need to change our economy to adapt to the realities of the world today, starting with making America energy independent from Middle East oil. Kerry will invest more in research and development, including lifting the ban on stem cell research and making broadband Internet access universal. And Kerry will give families a four thousand dollar tax credit for college tuition, as well expand job training. 33 19 9 21 17 1 52 60

[451 Respondents]

57 (SPLIT E) A strong America starts with a strong middle class, but they are working harder for less. New jobs pay 9 thousand dollars less and health care costs are up 40 percent. President Bush says this is a good economy, but John Kerry says it isn't for the middle class. My economic plan centers on raising middle class incomes. That means rewarding companies that reward jobs in America, getting health care costs down, so jobs have benefits and families are helped, and making college costs tax deductible and cutting middle class taxes. America's middle class needs a new economic direction..... 34 14 11 23 17 2 47 58

Much Smwt Little No Much/
 More More More More Less DK/ Much/Smwt/
 Lkly Lkly Lkly Lkly Lkly Ref Smwt Little

[475 Respondents]

58 (SPLIT F) A strong America starts with a strong middle class, but they are working harder for less. New jobs pay 9 thousand dollars less and health care costs are up 40 percent. President Bush says this is a good economy, but John Kerry says it isn't for the middle class. My economic plan centers on raising middle class incomes. That means rewarding companies that reward jobs in America and getting health care costs down, so jobs have benefits and families are helped. America's middle class needs a new economic direction..... 34 14 14 21 16 1 **48 62**

[926 Respondents]

59 John Kerry says, we cannot be strong without a new economic plan for making the middle class stronger. George Bush's plan is to do more of the same. My plan has four key policy changes that are my highest priority. End tax breaks for companies that outsource jobs, and provide tax incentives for companies that create jobs in the US. Repeal tax cuts for those earning over 200 thousand dollars, so we can cut the deficit in half and help families and small businesses with health care. Reduce health care costs by eliminating drug and insurance company loopholes, and helping people purchase cheaper drugs. Finally, cut middle class taxes by giving families a 4000 dollar tax credit for college tuition and making the child tax cut permanent. Our plan helps make the economy work for the middle class..... 33 18 11 21 15 1 **52 63**

Much Smwt Little No
More More More More Less DK/ Much/Smwt/
Lkly Lkly Lkly Lkly Lkly Ref Smwt Little

[475 Respondents]

60 (SPLIT F) John Kerry says, we need a new approach to the economy that works for the middle class, not just the most privileged. In George Bush's Washington, the lion's share of tax cuts go to the biggest corporations and the wealthiest. CEOs now make 500 times more than their employees. Most people have seen no income increase in the last three years, while health care costs are up 40 percent. I have a different approach to the economy, centered on the middle class. We will end tax cuts for companies that outsource jobs, and provide incentives for companies that create jobs in America. We will repeal tax cuts for those earning over 200 thousand dollars to help families and small businesses with health care costs, and will cut middle class taxes. We need to make our economy work for everyone.....

35 17 10 22 15 0 52 62

(ref:KEREEN)

Q.61 Now, let me read you a series of statements by George Bush. After each statement please tell me whether this would make you much more likely, somewhat more likely, a little more likely, no more likely, or less likely to support George Bush in this year's election.

	Much More Lkly	Smwt More Lkly	Little More Lkly	No More Lkly	Less Lkly	DK/ Ref	Much/ Smwt/ Little	Much/ Smwt/ Little
61 President Bush says, I'm optimistic about our economy, which is getting stronger every day. Jobs are created when our economy grows, and our economy grows when Americans have more of their own money to invest and spend. That's why we must fight to make our record tax cuts permanent - and allow Americans to keep more of their own money to spend as they see best. By giving Americans more of their own money and giving them more control over their healthcare and retirement savings, we are building an ownership society. Ownership brings security, dignity, and independence, and by giving workers more freedom in choosing flex time, providing assistance to build millions of new affordable homes, and helping small businesses provide more affordable healthcare to their employees, we'll spread opportunity to every corner of this land..	32	15	8	21	24	0	47	54

[926 Respondents]

62 President Bush says, John Kerry will take us in a dangerous new direction. He has already said he will raise taxes as soon as he takes office, and he has proposed three billion dollars in new government spending. But Kerry's tax and spend policies would kill our economic recovery and we can not afford to go backwards. Because of the largest tax cuts in our nation's history, our economy is strong and growing stronger, creating more than one and a half million new jobs in the last year, record homeownership, and inflation, interest and mortgage rates all near record lows. We need to keep cutting taxes to keep our economy strong..	31	13	8	21	27	1	44	51
(ref:SUPPBUSH)								

Q.63 Now, let me read you a few statements about John Kerry on the economy. Regardless of which candidate you support, which ONE of the following is the best reason to support John Kerry on the economy?

	Total
John Kerry will end tax breaks for companies that ship jobs overseas and keep quality jobs with good pay and benefits here in the U.S.....	24
John Kerry will lower health care premiums by up to one thousand dollars per family and cut prescription drug costs	21
John Kerry has a plan to cut our deficit in half in four years by cutting wasteful spending and eliminating tax loopholes for the wealthy and big businesses.....	18
John Kerry will build a stronger America by building a strong middle class.....	14
John Kerry has a plan to restore our competitive edge in the world by funding research for new technologies and energy independence.....	8
(Other).....	1
(No reason to support him)	12
(Don't know/Refused)	3
(ref:KBSTECN)	

[854 Respondents]

Q.64 And what is the second best reason to support John Kerry on the economy?

	Total
John Kerry will lower health care premiums by up to one thousand dollars per family and cut prescription drug costs	24
John Kerry has a plan to cut our deficit in half in four years by cutting wasteful spending and eliminating tax loopholes for the wealthy and big businesses.....	21
John Kerry will end tax breaks for companies that ship jobs overseas and keep quality jobs with good pay and benefits here in the U.S.....	19
John Kerry will build a stronger America by building a strong middle class.....	15
John Kerry has a plan to restore our competitive edge in the world by funding research for new technologies and energy independence.....	13
(Other).....	1
(No reason to support him)	4
(Don't know/Refused)	4
(ref:KBSTECN2)	

Q.63/64 Combined reasons to support John Kerry on the economy

	Total
John Kerry will lower health care premiums by up to one thousand dollars per family and cut prescription drug costs.....	41
John Kerry will end tax breaks for companies that ship jobs overseas and keep quality jobs with good pay and benefits here in the U.S.....	40
John Kerry has a plan to cut our deficit in half in four years by cutting wasteful spending and eliminating tax loopholes for the wealthy and big businesses.....	35
John Kerry will build a stronger America by building a strong middle class.....	27
John Kerry has a plan to restore our competitive edge in the world by funding research for new technologies and energy independence.....	19
(Other).....	1
(No second choice).....	6
(No reason to support him)	12
(Don't know/Refused)	3
(ref:KBSTECN/KBSTECN2)	

Q.65 Now, let me read you a few statements about George Bush on the economy. Regardless of which candidate you support, which ONE of the following is the best reason to support George Bush on the economy?

	Total
George Bush delivered on his promise to cut taxes and will continue to cut taxes and lower spending.....	25
George Bush is building an ownership society and giving Americans more control over their own money	22
George Bush has weathered adversity and got our economy moving in the right direction.....	17
George Bush's economic plan will strengthen small businesses.....	12
(Other).....	0
(No reason to support him)	20
(Don't know/Refused)	4
(ref:BBSTECN)	

[763 Respondents]

Q.66 And what is the second best reason to support George Bush on the economy?

	Total
George Bush is building an ownership society and giving Americans more control over their own money.....	26
George Bush delivered on his promise to cut taxes and will continue to cut taxes and lower spending.....	25
George Bush's economic plan will strengthen small businesses.....	19
George Bush has weathered adversity and got our economy moving in the right direction.....	17
(Other).....	1
(No reason to support him)	8
(Don't know/Refused)	4
(ref:BBSTECN2)	

Q.65/66 Combined best reason to support George Bush on the economy?

	Total
George Bush delivered on his promise to cut taxes and will continue to cut taxes and lower spending.....	44
George Bush is building an ownership society and giving Americans more control over their own money.....	42
George Bush has weathered adversity and got our economy moving in the right direction.....	30
George Bush's economic plan will strengthen small businesses.....	27
(Other).....	1
(No second choice).....	9
(No reason to support him)	20
(Don't know/Refused)	4
(ref:BBSTECN/BBSTECN2)	

Q.67 Finally, I would like to ask you a few questions for statistical purposes. What is the last year of schooling that you have completed?

	Total
1 - 11th grade	4
High School graduate.....	26
Non-college post H.S.	2
Some college.....	26
College graduate.....	27
Post-graduate school	14
(Don't know/refused).....	1
(ref:EDUC)	

Q.68 Are you a member of a labor union? (IF NO) Is any member of your household a union member?

	Total
Yes: Respondent belongs	14
Household member	8
No member belongs	78
(Don't know/refused).....	1
(ref:UNION)	

Q.69 Are you married, single, separated, divorced, or widowed?

	Total
Married.....	62
Single	20
Separated/divorced.....	10
Widowed	8
(Don't know/refused).....	0
(ref:MARITAL)	

Q.70 Do you have any children 18 years of age or younger living at home?

	Total
Yes	34
No.....	66
(Don't know/refused).....	0
(ref:KIDS)	

Q.71 Generally speaking, do you think of yourself as a Democrat, a Republican or what?

	Total
Strong Democrat	27
Weak Democrat.....	13
Independent-lean Democrat	10
Independent.....	4
Independent-lean Republican.....	8
Weak Republican	10
Strong Republican.....	28
(Don't know/Refused)	0
(ref:PTYID1)	

Q.74 Thinking in political terms, would you say that you are Conservative, Moderate, or Liberal?

	Total
Liberal	21
Moderate	38
Conservative.....	40
(Don't know/refused).....	1
(ref:IDEO1)	

Q.75 What is your religion?

	Total
Protestant.....	53
Catholic	24
Jewish.....	2
(Other/none/refused)	21
(ref:RELIG1)	

[537 Respondents]

Q.76 Which one of these words best describes your kind of Christianity -- fundamentalist, evangelical, charismatic, Pentecostal or moderate to liberal?

	Total
Fundamentalist	13
Evangelical.....	18
Charismatic/Pentecostal	13
Moderate to liberal	46
(Something else).....	3
(Don't know/refused).....	7
(ref:RELIG3)	

Q.77 How often do you attend church -- every week, once or twice a month, several times a year, or hardly ever?

	Total
Every week.....	41
Once or twice a month	17
Several times a year	14
Hardly ever.....	20
(Never)	6
(Don't know/Refused)	1
(ref:RELIG2)	

Q.78 In the 2000 election for President, did you vote for Democrat Al Gore, Republican George Bush, or Green Party candidate Ralph Nader?

	Total
Democrat Al Gore	43
Republican George Bush.....	51
Green Party candidate Ralph Nader	3
(Other candidate).....	1
(Don't know/refused).....	2

Democrat Al Gore - Republican George Bush-8
(ref:VOTE2000)

Q.79 In what year were you born?

	Total
18 - 24	7
25 - 29	6
30 - 34	7
35 - 39	10
40 - 44	10
45 - 49	12
50 - 54	10
55 - 59	11
60 - 64	7
Over 64.....	19
(No answer).....	1
(ref:AGE)	

Q.80 How would you describe the area in which you live--Do you live in a city with over a million people, in a smaller city, in a suburban area outside a city, in a small town, or in a rural area?

	Total
City (1 million plus)	14
Smaller city	17
Suburban area.....	24
Small town	26
Rural area	18
(Don't know/refused).....	1
(ref:CITYSIZE)	

Q.81 How many guns or rifles do you own?

	Total
None	60
1-2	15
3-9	16
10 or more	5
(Don't know/Refused)	4
(ref:GUNS)	

Q.82 What racial or ethnic group best describes you?

	Total
White.....	80
African-American or Black.....	10
Hispanic or Latino.....	7
Native American	1
Asian	0
(Other).....	1
(Don't know/refused).....	1
(ref:RACETHN)	

[70 Respondents]

Q.84 Would you describe your Hispanic origin as Mexican, Puerto Rican, Cuban, Latin American, Central American, or Spanish?

	Total
Mexican.....	56
Spanish.....	21
Puerto Rican.....	8
Central American.....	8
Cuban.....	4
Latin American.....	2
(Other).....	2
(Don't know/refused).....	-
(ref:ORIGIN)	

Q.85 Last year, that is in 2003, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

	Total
Less than \$10K.....	4
\$10K to under \$20K.....	7
\$20K to under \$30K.....	9
\$30K to under \$50K.....	21
\$50K to under \$75K.....	21
\$75K to under \$100K.....	13
\$100K or more.....	14
(Refused).....	9
(Don't know).....	3
(ref:INCOME)	

Q.2 Record respondent's gender

	Total
Male.....	48
Female.....	52
(ref:GENDER)	