

Verbatims
August 7, 2006
Columbus, OH
OH-15
Men – 8:00 PM
7 Bush/ 2 Kerry

I. Introduction (10 minutes)

- Confidentiality
- Mirrors, audio and videotapes
- Respondent introductions

Bob: photographer, not married, no family, play golf

Mark: building maintenance, single, into classic cars

Dan G.: has small auto-body shop, 9 grandkids, 4 kids, work alot

Edward: retired state employee with a grown daughter

Ronald: have 3 daughters, grew up on a farm, spend time on the water when can

Dan P.: Retired, used to run a non profit crime prevention center

Francis: 55, married 35 years to military pen-pal, bounce around in trades, 2 sons

James: happily divorced, has 2 grown kids, union carpenter

Bill: retired, used to drive tractor trailers, divorced, step son

II. Direction of the Country (20 minutes)

1. Thinking generally about the country, are things moving in the right direction or wrong direction?

Wrong (x6)

Some things are going right

- What things are going right?
- What things are going in the wrong direction?

War effort

HOW SO?

On-going, don't think we ever should have been there

Almost whole-heartedly disagree with that, since I'm a veteran and I know how the American people treated me when I came home. I hope that people treat them differently the way I was treated. Also they brought the media in. Some things America should never know.

I have families that have been over there, and war is never beautiful. Felt like they were doing what they needed to do.

I think Saddam needed to be stopped and glad we did it. Think he was killing too many people.

We get in there with good intentions, but once are there, how do we get out

That's because of the attitude of Vietnam. If we'd finished it, it'd be different

I don't think we sent in enough to begin with

Problem is we were sending in people in Reserves. Big problem is passing judgment on government's decision

WHAT'S BEST ?

War was predicated on oil. No weapons of mass destruction. The evidence is false. The government is manipulating on us and sending soldiers to die. I don't think we're judging the soldiers. Now we see the Middle East has escalated past anyone's imagination, with Israel, Syria and Lebanon. Think we're in absolute guerilla warfare. I don't understand why we're there and we went in like nothing

Didn't mention Afghanistan

I don't know about media, but they went along with WMD and a lot of the other government cover ups

My cousin's in the Special Forces and say they did find WMD and decided to keep it secret Studied a lot of military history and our army did its job, but need the police force. No one for police and that's the problem we're having. They're not trained to police, they're trained to kill Take all the cops and soldiers out...

British did it for so long (in India), but had to get out at some point

Don't know who's bad and good sometimes, a little child could come out and blow you away.

How can you sort that out?

I tried to get American people to know who the enemy is – one minute shining your boots, next blowing you away

I didn't even think we'd be in there that long, but don't know who the enemy is. Farmers by day, enemies at night

2. How about the economy? What's going on with the economy here in Ohio?

Bad

Poor

One good thing about it – employment is pretty good right now. Things are going up right now. Think by the end of 2007 will look pretty good

Digging for change now for gas prices

Need to police these gas stations for price gouging

The computers now tell you when to change the price and gauge how much gas you sell at one price

The cheapest gas in the area is always in the area where the money's at

WHAT ELSE?

I'm a carpenter, and all these guys are off the bench right now. They're building everything.

Doing all kinds of remodeling. Mostly housing, and commercial's going pretty well, so it's ok for now

OTHER VIEWS?

I disagree – I think the economy is on a dive. Just imported 30-40K Mexicans to work. Then turn around and the mayor imports Samoans to hang out on the street corners. Friend that went through citizenship process and lost his business to Mexicans – don't play by the same rules. Not that they're aliens, but are illegal aliens

Interest rates going up except for savings, it's embarrassing

Why is it that people come over here and don't learn our language. Everyone's not American anymore. The country is falling apart
Mexicans and Samoans have been here for a long time, then why is it it's just coming up as an issue?

No problem with them, except if you're here, pay taxes like I do
I have some friends that come here just to be here, are not patriotic. Keep their old culture
There are people that come in and do it the right way

WHAT ELSE IS GOING ON?

Taxes suck

All taxes

Sick of the wealthy getting breaks. Those that are extremely rich are dicking us so bad, and we're making up

They're paying more than us, and higher percentage

No they're not

We'll have to tear down the whole system and start all over again

Go back to the taxes of the 50's where corporations and the wealthy pay 7 %

Warren Buffett who doesn't even keep money in the country that made him rich

I work on rich people's houses, so maybe I'm their write-off

I think the rich people do pay taxes

- Rising prices (especially gas), employment, any inflation fears
- How did things get to this point?
- What direction do you think the economy will go from here – will it continue to get worse, will it start to get better, or will it continue at the current level?

3. Let's talk specifically about the war in Iraq...

- What are your feelings about our continued involvement over there?
 - Loss of American lives, cost, no plan or exit strategy, weaker at home

4. How about the growing violence in the Middle East?

- What are the implications of this for the U.S. and the broader war on terror?

5. **[OLDER VOTERS AND SENIORS]** How about the new prescription drug program through Medicare? What are your impressions of that?

III. Associations (15 minutes)

1. Bill Clinton

Hate his guts

Monica

Didn't vote for bill Clinton, but is a great speech maker, smart man

Have to agree that didn't have sex with that woman because don't think a blow job is sex

2. Mike DeWine

He's kind of changed

Must confess have problems in voting because I don't get much information, knowing the facts and not what the newspapers choose to print

Heard that DeWine is trying to get a bill for an attorney for veterans. It's time for that right for representation

When election time comes up is when all this comes out. Wish they would do this during other parts of their terms

Voted against veterans' families getting a raise to save money. Where does he stand?

There was a time when he was showing a little backbone, but with this war, he stepped back

Party-line Senator

3. Sherrod Brown

I don't know anything

Get the sense that he's a populist kind of person – speak out for the farmers in the state legislature, seems to be traditional, stand by working people

Think he's opposed to fat cats

For the minimum wage and the estate tax issue

4. Deborah Pryce

Used to like her

When she went there had good Republican values

Got wishy-washy

Used to want to reduce spending. First Republican Congress that spent way beyond its means

She's one that's lost track of the people. Called her office a couple of times. Now I'm down to the lesser of two evils. Seems like she's lost her way

Just a Republican hag. Has to do a lot of these things because the Republican party has become un Republican

5. Mary Jo Kilroy

I am an undecided voter, but need to know more

County commissioner and did that for years. First opportunity to jump to a national election

Seems to be an independent thinking person as opposed to a dogmatic person

More in touch with the people

6. Congress

Lazy

Fat cats

Anything to get re-elected. Doesn't matter about people anymore
Don't want to work together
Don't work for what's best for the country
Why do they need 150k a year to serve the country

- Is the current Congress worse than in times past or is this just politics as usual?

Seems worse (few)

Always been this

So much more divided, it's unbelievable. Get put down if side with other side

I think they forgot about us, and we don't even really matter

Republicans and Democrats don't have the big issue anymore

Treat it like a company and work together

[Written Exercise – Handouts #1 and #2]

7. Now I'd like to talk specifically about George W. Bush.

- What good things come to mind when you think of Bush?

Think he has good moral values. Think he listens to intelligent people around him, and gets opinions of those around him and makes decisions on that

For the right to bear arms

Strong president. Is tough, not wishy-washy. Says things and doesn't care if it's not popular

Pretty committed to national security and does show a real concern to deal with it. Seems to really care about his troops, give him credit for that. I think he made good decisions based on what information he had

Good fundraiser

Went to war and hesitated a long time and not have attacks on the U.S.

He called the bluff and I don't want to think how many graves you want to dig up

He was fresh in there when 9/11 happened, how to deal with that

I think 9/11 made him a better president. Said you can't put a timetable on the war on terrorism

- What doubts do you have? What worries you about him?

I don't like his illegal alien thing – if you're illegal you're illegal

Think the war was poorly planned all around

Relied way too much on Dick Cheney for information

Disagree with using Reserves in this war, and using people with families – think should come back with a draft for this war. Where was any help for Louisiana?

He thinks he's a Republican conservative but is an exact opposite – breaking the bank and entangled in wars.

I think he's a moderate – Democrats like Hillary and Bill will agree with a lot of the things he's doing

Well, he's breaking the bank

He's frightened of North Korea

You guys want him to run to Iraq and then run to North Korea? Then what?

You know his dad was friends with Saddam

Don't seem to say anything about health care anymore

Thinking too much about his rich Texas oil buddies

IV. Election 2006 (20 minutes)

In a little more than three months, we will have elections for Congress, so let's talk about the upcoming elections now.

1. Are you more or less motivated to vote for Congress this year than in previous years?
Why?

About the same

People fought so people could vote at 18, and then no one goes and votes

Harassment at the polls for this

2. For you personally, what is this upcoming election about? What is the most important factor that will determine how you vote for Congress?

I just want them to be honest and not slinging mud at each other. Don't try to get my vote, say what you think I want to hear

I hate that you watch TV and he sounds good, then you hear the next commercial an hour later about the other guys

I'm interested in my money going towards health care and education for my kids

Future of Ohio – are more important than national elections

I think the politicians here have let us down over the past 15 years. Need to start making money in Columbus

Health care for the elderly

Coming out with a solution to stop this insane war is critical

War is number one. If things are done right, could be thinking Armageddon. Spinning out of control

Health care

3. So what are you hearing so far in this election? Have you heard anything from the candidates here in Ohio, the candidates that you will be choosing from?

All been mudslinging so far – nothing positive so far. Started doing this right off the bat. Spend the money to tell us what you're all about instead

Both sides are talking security but not talking about what they're going to do

Nothing good about them, just the bad stuff about the others

Minimum wage issue

4. What are the Republicans talking about? Why do they say you should vote for a Republican for Congress?

All I ever hear is fear-mongering and trying to divide people

ANY IN SPECIFIC?

The issue of immigration since getting closer to the election – gassing that one, trying to induce fear getting close to the election. Generals getting critical of Rumsfeld, have to do something to guarantee Americans

We'll raise the minimum wage but tying the inheritance tax into the bill

Seem to be going on minor issues – flag burning, gays that aren't affecting the whole country

Can we just cut off foreign aid for 30 days? Reduce the debt?

- Is this a compelling reason to vote Republican? Is it believable?
- As you know, the Republicans now have control of the White House, as well as both the House and the Senate. If Republicans maintain control of Congress, will anything change in Washington?

5. What are the Democrats talking about? Why do they say you should vote for a Democrat for Congress?

Think they're scratching and worried about it all day. Say have to get the Republicans all out and blame the Bush Administration that has the whole country screwed up.

SO DON'T HEAR THEM SAY ANYTHING ABOUT WHAT THEY'D DO?

Just hear about change

- Is this a compelling reason to vote Democratic? Is it believable?
- If Democrats take back control of the House and/or the Senate, how will things be different in this country? What, if anything, will change in Washington?
- What are the consequences if Republicans remain in power?

V. Ad Testing (35 minutes)

[Written Exercise – Handouts #3-#9]

As many of you have probably seen already, everyone’s favorite part of the campaign season – the television ads – have already begun here in Connecticut. I’d like to show you some of these ads, and for each one, I’d like you to do two things:

First, rate how this ad makes you feel about your choice in this election on this scale (explain scale, shown below).

<i>More</i>										<i>More</i>
<i>Likely</i>										<i>Likely</i>
<i>Brown (Kilroy)</i>					<i>No</i>					<i>DeWine</i>
					<i>Diff</i>					<i>(Pryce)</i>
5	4	3	2	1	0	1	2	3	4	5

Then below that, in just a few words or phrases, tell me **in your own words** what this ad says to you – that is, if you were watching television at home and saw this ad, what would you take away from it?

DeWine Security Attack

DeWine Security Attack		
Brown	5	0
Brown	4	0
Brown	3	0
Brown	2	0
Brown	1	2
	0	3
DeWine	1	2
DeWine	2	1
DeWine	3	0
DeWine	4	0
DeWine	5	1

Makes you want to put Sherrod brown in jail

WHY DEWINE?

Is standing up for America, protecting us. Sherrod Brown is for terrorism

Make is look like Sherrod Brown will let all the crooks out

Is mudslinging

I think any terrorist should be killed

I want to look into what they say about Brown

Brown Security Response

Brown Sec. Response		
Brown	5	0
Brown	4	0
Brown	3	0
Brown	2	2
Brown	1	1
	0	6
DeWine	1	0
DeWine	2	0
DeWine	3	0
DeWine	4	0
DeWine	5	0

Somebody's lying

Trying to defend himself after getting picked on.

Makes you want to research

COULD THEY BE LYING? OR COULD THEY BOTH BE TELLING THE TRUTH?

Could be partial truth

Don't just stand for one thing

These bills aren't simple anymore, vote for things tacked on

WHERE DO YOU COME OUT ON THIS ONE?

Undecided

DeWine had more mudslinging, more facts, the Sherrod came back

ANYONE FOCUS ON DEWINE AND CHINA?

Yes

Confused me

Voted for China to have more trade

MoveOn Red Handed Attack

MoveOn Attack		
Kilroy	5	0
Kilroy	4	0
Kilroy	3	0
Kilroy	2	2
Kilroy	1	3
	0	3
Pryce	1	1
Pryce	2	0
Pryce	3	0
Pryce	4	0
Pryce	5	0

Can't believe are putting these ads on already. When they start this mudslinging, turns me in the opposite direction

Think it emphasizes the corruption in DC

Don't see it as fact though

I didn't see any facts though

Confused

Big money corrupted politicians

Pryce Chamber of Commerce Rx

Pryce Chamber of Com.		
Kilroy	5	0
Kilroy	4	0
Kilroy	3	0
Kilroy	2	0
Kilroy	1	0
	0	2
Pryce	1	3
Pryce	2	2
Pryce	3	2
Pryce	4	0
Pryce	5	0

WHY TOWARDS PRYCE?

Said something she's doing, instead of bashing the other

WHAT DID SHE SAY?

Help seniors citizens

Says she helped but I know some that didn't get any help at all

My understanding is that she voted for the more expensive of the two plans

WHAT HAVE YOU HEARD ABOUT THIS PLAN?

Confusing to the elderly people

Millions that didn't get it at all because it was so confusing, so didn't do anything and are losing their benefits

How does she know how much it went down?

I don't know anyone that's been helped by that plan – if opt out of my insurance for that, can't come back, so am staying

Like reference to the Chamber of Commerce

THE US CHAMBER OF COMMERCE PAID FOR IT, NOT HER. CREDIBLE FOR THAT?

Don't think they should use our dollars

AREN'T OUR DOLLARS – BUSINESSES. MAKE A DIFFERENCE IF PAID FOR BY DRUG COMPANIES?

However they want to spend their money

Whoever pays the phrase will have a lot of influence

Chocola Tax Attack

Chocola Tax Attack		
Kilroy	5	0
Kilroy	4	0
Kilroy	3	1
Kilroy	2	0
Kilroy	1	0
	0	2
Pryce	1	5
Pryce	2	1
Pryce	3	0
Pryce	4	0
Pryce	5	0

When I hear small government, it gets my attention
 I think that's what the President also offered
 But it's attractive – if they would have said over the war would raise taxes, wouldn't have supported it
IS IT BELIEVEABLE TO HEAR SOMEONE THAT'S BEEN IN CONGRESS FOR YEARS TO TALK ABOUT ELIMINATING WASTE NOW?
 Not if they've been there
 I think tax cuts helped because they went out and spent it, raised the economy
DIDN'T HAVE A LOT OF VOTE FOR THIS AND THAT?
 Right

Donnelly Tax Response

Donnelly Response		
Kilroy	5	1
Kilroy	4	0
Kilroy	3	2
Kilroy	2	2
Kilroy	1	2
	0	2
Pryce	1	0
Pryce	2	0
Pryce	3	0
Pryce	4	0
Pryce	5	0

Money in stocks – who cares?
 Anyone involved in taking contributions from oil companies, I'm not for. Who are they going to side with?
 Same thing with getting those contributions. Are just buying him
 Pointing out the big deficit while he's in office. Just doesn't seem to care

Seemed like being bought by oil companies with the tax break and the contributions

Thought again about the price gouging

WHY DID YOU CHOOSE “3”?

Because gas is an issue for me

WHY DID YOU CHOOSE “5”?

That really hit my issues of saying less government and positioning himself as a conservative, and to me the war is about oil anyway. To me it’s an effective ad

Elsworth Pay Raise Attack

Elsworth Pay Raise		
Kilroy	5	0
Kilroy	4	0
Kilroy	3	2
Kilroy	2	1
Kilroy	1	3
	0	3
Pryce	1	0
Pryce	2	0
Pryce	3	0
Pryce	4	0
Pryce	5	0

Boring – would have gone to the fridge on that one

Troops have always been important to me, so if taking away from those troops, means something, especially if it’s landing in their own pockets

These aren’t soldiers, a lot are firemen that aren’t getting a lot of money to go there

I resent using military families are a campaign issues – bring family people home and send those that want to go. Wouldn’t have sent someone with two children in my day

For all ads:

- Show of hands, then discuss each one
- Explore paired ads, which is more effective

The military and pay raise and families more effective

Always think no matter what the issues are, whoever say are for less taxes and small government trumps everything

VI. Election Debate (15 minutes)

Now I'd like to talk in more detail about a couple of specific issues and the role they will play in your decision making in this election.

TAX AND SPEND

1. You remember that one of the ads we watched tonight was about taxes, raising questions about the Democratic candidate's position on the issue of taxes. Let's watch it again, just as a reminder.

[Written Exercise – Handout #10]

2. We saw a couple Democratic responses to this ad. But now I'd like to look at what some other Democrats are saying about this. So flip to Handout #10 now. I'll read this message out loud, you follow along with me and then rate it, just as you did the ads we watched earlier.

Democrats say, Americans are struggling to keep up with the skyrocketing costs of gas, health care, and education. President Bush and Deborah Pryce's economic policies have produced record deficits while giving away billions in tax cuts to their corporate backers and shifting the tax burden even further onto the middle class. We should repeal tax giveaways to companies that send jobs overseas and millionaires who don't need relief, and instead pass fiscally responsible middle class tax cuts: making college tuition tax deductible, tax credits for first-time homebuyers, and tax breaks for caregiving expenses on behalf of an aging parent.

Kilroy	5	1
Kilroy	4	2
Kilroy	3	0
Kilroy	2	0
Kilroy	1	4
	0	1
Pryce	1	1
Pryce	2	0
Pryce	3	0
Pryce	4	0
Pryce	5	0

Shifting the tax burden

Sending jobs overseas

SO STOP REWARDING COMPANIES? WHAT ELSE?

Too damn negative. When they go real negative, don't trust them

Like the tax shift, but don't like the expensive programs at the end

Can't give all a college education

Like the side that wants to go with smaller government and looking out for the middle class
Shove fear out there if you don't vote this way

FIRST HALF IS AN ATTACK, THEN SECOND HALF IS WHAT THEY WOULD DO –
HAVE NEGATIVE AND HALF POSITIVE.

Yeah, but they get that fear out there and but will throw you a little with the college tuition
Because it says middle class and then they say what you want to hear

STRIKE YOU AS MIDDLE CLASS?

They do, because I do have a father in bad health and a kid in college, so they are mine

SECURITY

[Written Exercise – Handout #11]

- Now I want to talk about one other issue and see what candidates from both parties have to say. Again, I'll read them out loud, you rate them, and then we'll discuss. Let's start with the Republican candidate.

The Republican candidate says, we are making significant progress in Iraq. After holding three successful elections, there is now an Iraqi government with a new constitution, and a quarter of a million Iraqi troops are trained and equipped. But there is still more to do, and the United States can't afford to bail out on Iraq before we complete the mission. If we follow my opponent's advice to cut and run, al Qaeda will have a new terrorist haven in Iraq and the whole world will see that America doesn't have the stomach to fight the war on terror.

Kilroy	5	0
Kilroy	4	0
Kilroy	3	1
Kilroy	2	1
Kilroy	1	1
	0	3
Pryce	1	2
Pryce	2	0
Pryce	3	1
Pryce	4	0
Pryce	5	0

Way I feel the way the message is but won't change my vote. This ad wouldn't change my opinion even though this is the way I feel

One group says we don't have the Iraqi troops trained, but here says something different. Don't know who to believe

Since it is a terrorist area and not under control. Said we would be out by the end of the year

[Written exercise – Handout #12]

4. Now, let’s hear from a Democratic candidate.

The Democratic candidate says, we need to chart a new course in Iraq. Our military has done its job in Iraq, and it is now time for Iraqis to take control of their own future. But my opponent and President Bush offer no plan to end the war and are sending even more troops to an urban war zone in Baghdad. With over 2,500 Americans dead and 3 billion dollars a week going to a war that has no end in sight, we need a change in policy. We won’t withdraw precipitously or allow terrorist elements to seize control, but we must begin a phased withdrawal of U.S. forces before the end of 2006.

Kilroy	5	0
Kilroy	4	0
Kilroy	3	1
Kilroy	2	1
Kilroy	1	2
	0	4
Pryce	1	1
Pryce	2	0
Pryce	3	0
Pryce	4	0
Pryce	5	0

Agree need to withdraw troops safely but with no timetable
 Keep thinking what they did in India, if we start withdrawing slowly, people will die
 What about terrorists killing if we withdraw?
 Yeah, it happened for a few weeks
 Military has done its job, but Democrats are saying no end in sight
 Worry about phasing out because hear not enough troops over there already, and if they start leaving might end up with another Saddam out there. Get that government established before pull out
 Start pulling out while have trained troops
 How long do we have to train these people for? 16 weeks! Including Special Forces
 Yeah, but what about officers
 All the good officers were killed off by Saddam

VII. Final Ballot (5 minutes)

[Written exercise – Handout #13]

1. Finally, I want you to choose, if the election were held today, which one you would vote for – based on everything we’ve discussed tonight. Circle which candidate you would choose, then briefly write why in the space below. **[Written only]**