

Verbatims
August 7, 2006
Columbus, OH
OH-15
Women – 5:30 PM
6 Bush/ 4 Kerry

I. Introduction (10 minutes)

- Confidentiality
- Mirrors, audio and videotapes
- Respondent introductions

Johanna., 3 kids, my hobbies are their hobbies, teach in nearby schools

Valerie. One son, crunch numbers at auto glass company, going back to school right now

Josie: two daughters, works for landscape company

Sarah: 3 kids, work for the schools, teachers' assistant, wants to finish degree

Robin: 3 young kids, substitute teachers' aide

Terri-Jo: company 3 boys, one just graduated, teacher's aide

Barbara: Teacher. 3 kids, married, work with pre-schoolers

Sandy: has daughter and son, married, stays home with kids

Lisa: married 18 years, one son, one daughter

Mary: married 18 years, two kids, homemaker, going into nursing

II. Direction of the Country (20 minutes)

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

Wrong (all around the table)

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

Economy

Gas prices

Education

Health care

Immigration – no help for my husband who's Spanish – can kick him out. Has no idea where it is
– balls been dropped

TALK TO ME ABOUT HEALTH CARE

Don't think it's accessible to people as it should be

I can't afford a lot of it. Can't afford to fix myself

Even as an employee at Nationwide, can't get a good deal.
He'd get out but where is there to go in this economy

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

Jobs, you can't pay your bills.

Graduates are taking the jobs at 30K a year. Can't find anything

Taking away so much funding and employees. Growth is incredible

Get more population and less funding in schools

There's money in the those schools – look at superintendents and principals' salaries

Teachers wouldn't complain about the pay if they had more in the classroom

Want to survive, but more importantly, want supplies to teach the children

I don't believe in the No Child Left Behind Act, is a joke

- Rising prices (especially gas), employment, any inflation fears

Our races aren't keeping up with our gas prices

Helping to kind of keep up with next year. Now, just helping us get by. Raises are just 3-4%. I'm a single mom, and is harder to get by. I see the rich getting richer. Are stuck because there are no jobs between 30-40K.

I don't know how it's 2.80 in the morning and 3.00 in the afternoon without anything happening

Already raised prices because of BP. If did it with milk would be outrage, but because of who's sitting in the White House, nothing.

- 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...

We are wasting resources

They don't want us there

I think we should stay because if we pull out now, it's going to hurt our country.

I think we get as involved as we have to all around the world. It's a necessity that we police the world because we have the resources.

I think we should fix ourselves before someone else

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

TERRI MENTIONED WOULD MAKE OUR COUNTRY LESS SAFE IF WE PULLED OUT.
AGREE?

No, I think it's a sacrifice what they're doing, but we need to do it

When you go to areas that are pro-American, go to Northern Iraq, where they are pro and get the message there

It depends on what media you're reading

It's propaganda

In my church I hear a lot of the good that's going on over there

If we pull out, we'll have another 9/11

Why has it taken them so long to start going to peoples' houses and asking the people who are bad in their neighborhood – wasn't thought out

Need to expose Americans raping 14 year old girls

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?

Been going on for years

Same thing as Iraq. They're terrorists. Hezbollah. Are fundamentalists in a bad way, want to run things. Israel seems to be taking care of it right away and need our support

What we would put into another war in another country, need to put in this country. Need resources here.

I think our presence is needed there

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

Eww

Good politician, lousy husband

Messed with the wrong girl

Wife should have cut him off

Sleazy, slime ball

2. Mike DeWine

Slime ball

Republican who acts like a Democrat

WHY IS THAT?

He's a Democrat, all for the Democrat. Can see he's in agreement with the mayor. I'm ok with it, just say you are.

Definitely not a Democrat. Will suck up either side

Short

Family man

Tried not to like him, but watched him speak on issues on CSPAN, see some change toward Republican

I'm going to start listening to him now

3. Sherrod Brown

Good candidate

Thought it was a girl

Sat next to him at a concert and he was partying up, but it was 15 years ago

4. Deborah Pryce

Slander on TV

She's more moderate than I thought

WHY IS THAT?

She's another Republican that's won me over a bit

She's mellowed a bit – has a daughter too

She's good on education

More into family issues

5. Mary Jo Kilroy

Democrat candidate

Haven't heard much about her

Used to be a treasurer

Think she got into some trouble with some money, but have to look that up

6. Congress

(Laugh)

Nice health plan

They get raises, perks

Don't think they know how we live

Have a friend whose husband has a brain injury and gets nothing. Would love if they would step into her shoes...all these glitches, and she can't get any help

Politicians who are closer to us than Senators or the Cabinet, or the President. There are very passionate Congress people. Makes me excited and proud where our country is going, but feel stifled because few speaking for my (Democratic) view. Some fighting for veterans, education; don't want it to be all Democrat but don't feel like it is fairly represented right now.

I think both are out of touch, but more so Senate

[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?

War oriented

Almost done with his term of office

Good speaker, but can't pronounce

I think he did what he thought he had to do. Was bold and brave

Did the best with what he inherited.

Not wishy-washy, strong convictions

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

No child left behind act not working

Doesn't have a clue about real Americans that work; foreign policies not established and ignored some things. Could have prevented 9/11, caused us to be disliked by other nations

Not open to opposing opinions, won't let you in with a t shirt on. Don't like that he brings in his Christianity into the White House. Don't think it's fair to all Americans. Saying you must be

Christian is insulting to other Americans

Too concerned about big business

Not supporting Social Security

Health care

Can't focus on anything else than the war

Immigration laws

Really don't think he's too smart

Blew Cinco de Mayo

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?

More (nearly all)

I think now, with the races being so tight, we'll be listened to better. More will stand up now, since so many dislike the direction we're moving in

I've been more motivated every year since Carter. It's my responsibility to get my point across, and I gave my opinion even if the voting machines don't reflect what I say

Think the only time you don't deserve to say anything is when you don't vote

Know so many people who are in the military that don't vote!

This is the only time you have a voice

As a Democrat, feel maybe we got lazy. Also want to be a role model for my kids. Want to encourage my friends and neighbors

I've been slacking on the last few elections. It's time – I have more of an interest

I think school forcing us to do papers on current events is making me take notice

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

Change

Positive change

HOW DO YOU DEFINE THAT?

Being complacent, and getting out there will say we don't like the way the country's going. If we get some more blood in there it might work. Don't want my kids to ever ask me who their Senator is

I will vote for those that have the same values as me. I actually don't think things are going that badly, in Congress and the President.

HOW DO YOU KNOW WHAT VALUES THEY HAVE?

Certain issues and how they vote, like abortion. A big one.

I want the two parties to start coming back together and not have such a great divide between the haves and have-nots. We're losing our middle class. Will look at the issues not just Republican and Democrats. It's disgusting that we live in a country that has hungry babies

Need focus at home and think it's been broken down because of the war. Also with Social Security, I don't have a savings

Want us to get away from the bright shiny issues, and more into issues that effect the entire economy

Minimum wage has not gone up since 1997.

I think that those issues are so much more important than issues like abortion

WHAT'S GOING TO DETERMINE YOUR VOTE?

Abortion

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?

I don't listen until it's closer to the election
Haven't heard much yet
Hearing that I'm not secure, not in a safe country
Just as susceptible now as before
I want security out of the election

Have messages from campaigns on my answering machines
So impersonal and annoying
ANYTHING ELSE YOU'RE HEARING FROM THE CANDIDATES?
Campaign reform, education, immigration

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

Don't want gays to get married, are scaring people with issues
Safety
Are making the case that Republicans here will ensure safety
Preserving family values
Your family is your family values. Doesn't mean the person that lives across the street from you should follow the same values. What is a family? How do you define values for a family? Has been pigeon-holed
EVERYONE HAS A DIFFERENT IDEA OF VALUES...

- 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?

Change,
ANY KIND?
No, they never tell you
Everyone wants to hear change, so that's what they say.
WHAT KIND OF CHANGE ARE THEY PROMISING?
War, education
How can you be for veterans and support the war?
Our country has not done right by the veterans at all. Need to get out because it will get worse
We will listen to you and not put you down because we don't follow your rhetoric
But what's their rhetoric. I look for someone that says what they're for. Can't just say what the masses want to hear

- 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?

It will take a long time, but I think we'll get out of Iraq
Probably will cut defense spending
Less support of big business and more with the little guy
More representation for the minority in the whole country
More put into social programs, funding for kids going to college. Think will level if Democrats get back into it
If Hillary can get back into the health care reform, she could try to do it again
Saddened by the fact that it's only a Democratic and Republican system.
I so want to vote for Perot
I think election reform with Democrats. If you're not wealthy, haven't got a prayer to get into office

- 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	1
	0	4
DeWine	1	2
DeWine	2	2
DeWine	3	1
DeWine	4	0
DeWine	5	0

Thought he obviously must be against the death penalty if not for one for terrorists
 Very negative – why would Brown vote against those issues. Raises questions
 How do you know what they gave was true
 It was too much. The more they attack the candidate the more you’re against the candidate.
 I’m really tired of the 9/11 images.
 What is with the eye in the corner? What the hell are Ohio values?
 What good has DeWine done? Tell me good what you’re doing
 Somewhere they’re getting feedback of if this works
 I want to vote for Brown now
 I took it as an attack

How long ago were these votes they talk about?

Brown Security Response

Brown Sec. Response		
Brown	5	0
Brown	4	0
Brown	3	1
Brown	2	1
Brown	1	1
	0	7
DeWine	1	0
DeWine	2	0
DeWine	3	0
DeWine	4	0
DeWine	5	0

Looked really sad

Ad had a little bit of positive in it, then turned totally against DeWine

Don't like how he said against images of 9/11 and then he goes ahead and uses them in his own ad

Didn't contradict anything against DeWine.

Used less facts than the DeWine ad

DID ANYONE SEE ANY RESPONSE OF THE ISSUES?

No

Need to look up the docket and find out all that

Feel like all the campaigning, none are coming out for or against anything. Nobody's doing anything.

Are just saying why not to vote for the other guy

THOSE WHO MOVED TOWARD BROWN, WHY?

Can look up his record and wants to move away from the 9/11 issue

Someone needs to smack the Democratic Party

DID ANYONE FOCUS ON JOBS?

Stuck out because was so different than what was put out in the first ad. Not responding to anything that was said in the first ad

HOW SHOULD HAVE HE RESPONDED?

More aggressively

Rather he would not have said anything about the other candidate at all

Hard to see images of one candidate when it's the other that's talking

Would rather vote for someone than against someone

MoveOn Red Handed Attack

MoveOn Attack		
Kilroy	5	0
Kilroy	4	0

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

WHY PUSHED TOWARD KILROY?

Love the red hand and Halliburton.
 Hits the use of 9 billion dollars
 Made me feel like she's not very trustworthy
 Wasn't aware that Cheney had done anything bad

AND THOSE OF YOU WHO PUSHED YOU TOWARD PRYCE

MoveOn.org is negative to me, is propaganda
 Trying to link Cheney, DeLay and Pryce, didn't really promote. I don't think she had anything to do with it

WHAT WERE THEY ACCUSING HER OF?

Taking money when soldiers didn't have armor
 Which they all do
 Didn't make it very clear

Pryce Chamber of Commerce Rx

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

THOSE OF YOU WHO WENT FOR PRYCE?

Positive one
 Nothing about the other candidate
 Gave website to check facts
 I didn't like that she's taking full credit to save these people

She's saving 1100 a year, that's less than a 100 a month

ARE THERE ANY OF YOU WITH THIS PLAN?

In my parents' case, has saved them a tremendous amount of money. Very positive experience.

Don't know that Pryce had much to do with it, but it did help my parents

My problem with it is that it's confused the hell out of tens of thousands of seniors. They've been given papers that you and I couldn't read, and drug companies get to decide what gets covered. No warning, no anything if it changes. If you don't sign up now, is a penalty, so is negative to me

YOU MENTIONED THAT MOVEON PUT ON THE LAST AD. ANYONE NOTICE WHO PUT THIS AD ON THE AIR?

Is a reputable source.

That means that is more factual

Anyone can pay for an ad

Chocola Tax Attack

Chocola Tax Attack		
Kilroy	5	0
Kilroy	4	0
Kilroy	3	0
Kilroy	2	0
Kilroy	1	0
	0	8
Pryce	1	1
Pryce	2	0
Pryce	3	1
Pryce	4	0
Pryce	5	0

Never use the words eliminate waste in my ads

THOSE THAT WENT TOWARD PRYCE, WHY?

Was simplistic. This is what I'm for

But how was he eliminating waste?

Showed the date when Donnelly voted for the taxes, in May, was recent

"Shiny" issues

The number tally thing, I'm guessing that's the national deficit, but don't know

What kind of waste are we talking about?

What are they going to cut out? Education, military?

ANYTHING ELSE HE SAID HE WAS FOR?

Donnelly for higher taxes, so have to assume he's not for higher taxes

Anytime they said "I voted for this" can be used in any way, so will zoom out of it at that point

When they vote on anything, aren't there other things attached to that bill?

Did he vote against it, for why?

I agree, is all propaganda

Donnelly Tax Response

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

Ouch

That was really good...

Got everyone's attention

Making me wonder

SO 9 OUT OF 10 MOVED TOWARD PRYCE, WHY?

Very sensitive issue

He owns all this

Tax breaks

He's equivalent to Bush

Don't pad your pockets on my account

Also stated what bill, where it was stated. All was documented

So much money, not concerned with gas prices

Never knew they ever voted against price gouging

Think it grouped him pretty effectively with Bush, with big oil companies

SO YOU TOOK THAT AWAY FROM IT? GROUPING WITH BUSH?

Why would you vote against gas gouging?

They got me right at the pump, the image of the pump

Elsworth Pay Raise Attack

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

Pryce	4	0
Pryce	5	0

STILL MAJORITY TOWARD KILROY, WHY?

Just voted themselves a raise last week, and voted down the raise for the military

I'm very sensitive for how much they make too

Struggling military family – I'm a sucker for that. That enough wins me over

For all ads:

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

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

Would be really nice to have a tax deductible
 I like that it gives solutions
 I'd like to know how? Where would the money come from?
 Says repeal tax giveaways.
 Yes, some are specific, but how do you just do it?
 Take all the money on all these ads and put it into it

THIS ONE SAYS THIS PERSON IS TALKING ABOUT THINGS YOU CARE ABOUT...

Some people may not know that this is an issue, possible

Who wouldn't agree with this?

Like what it's saying

Actually states end of Bush's economic policies

DO YOU BELIEVE THAT ECONOMIC STATEMENT?

Yes, sounds believable

They don't realize that these tax cuts come from the little guy

SECURITY

[Written Exercise – Handout #11]

- Now I want to talk about one other issue and see what candidates from bot 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	1
Kilroy	4	0
Kilroy	3	1
Kilroy	2	1
Kilroy	1	0
	0	3
Pryce	1	2
Pryce	2	0
Pryce	3	1
Pryce	4	1
Pryce	5	0

WHY TOWARD PRYCE?

Agree they are making significant progress, and so much more to do. Don't agree that America doesn't have the stomach to fight the war on terror, because will always protect our country

Think the last sentence is silly, but it's true

Need to stay the course

If we pull out now, will leave it open. Disrupted everything, need to stay. Will just get worse if we pull out now

Don't like the term cut and run, lessens it quite a bit. I'm sure this other person doesn't want to cut and run and has an agenda that may take time, but cut and run was not right
 Cut and run and exit strategy are different things. Also, wasn't a terrorist haven until we invaded
 I don't believe that, because Saddam was a terrorist, and I'm changing mine to 5 (toward Kilroy)
 This is a disrespectful statement
 Unless you truly know a lot about the progress that has or hasn't taken place can't make a decision. Yes they have had elections, and yes some have been assassinated.
 Truly undecided about it, but are two pretty good candidates

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

MOST TOWARD KILROY. WHY?

Urban warzone – best description of it. They're fighting in the streets. Begin a phased withdrawal. Maybe get 3 people out, or 3000 people before December 31. Begin that phase
 Can't just say everybody home
 It says we MUST begin
 3 billion dollars is a lot
 2500 dead, not counting how many are wounded
 Again this one has the actions that need to be taken
 This could sway someone that wants to stay the course
 Appeals to them, and all

Want to please everyone

Now is time for Iraqis to take control of their own future. That's what everyone wants to have happen

We won't withdraw or let terrorist elements to seize control

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]**