

Younger, college men, HH income over \$50K
October 12, 2006
Denver, CO
CO-7
4 Kerry/5 Bush
8:00 PM

I. Introduction (10 minutes)

Axel: 42, owns real estate, has two boys
Bryce: married, 3 kids,
Curt: own mortgage and home equipment
Dirk: mechanical engineer, "motor head", like the mountains
Euan: two kids, hydro-geologist, enjoys music
Fritz: married, kids, cycles, skis
Georg: 38, married, two kids, manager
Herve: 33, operations mgr for Comcast, married, 2 kids
Igor: married, two kids, works for Boys and Girls Club

II. Direction of the Country (20 minutes)

1. Thinking generally about the country, are things moving in the right direction or wrong direction? [**VERY EXTENSIVE – PROBE AND LISTEN**]

Depends on the topic
On the fence
Wrong (most)

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

Border security
Environment
Economy- someone's making money, I'm not
The war in Iraq
Education
WHAT ELSE?

Price of oil for awhile
Market's good

LET'S GO BACK. BORDER SECURITY?

If open the door to people that aren't rightly here, taking from us. Did vote for Bush, support war in Iraq, but he's paying lip service if over there, and not sealing borders here
I don't know what Bush is doing
Sent French firm after a bunch of immigrants

I don't think you can stop, or put a wall up, but can force people to have an ID so can hire them, give them health care. Can really force employers to pay a fine
Have people that are net users and not net contributors
Yeah but there are some that contribute
If are using a greater amount than are contributing, are becoming a drain
Like kids
Ok, but if you have kids that are assimilating into a culture unlike some of these groups, how do you expect them to contribute
OTHER ISSUES? WAR IN IRAQ?
We're supposed to be the bully, but I think we're pissing off way too many people
Thought war was over, but still there
People are pissed at us – are making it worse I think
WHERE TO GO FROM HERE IN IRAQ?
What we're doing – training the Iraqis to police themselves.
Can't just leave
Have a plan, timing
Problem with having a target is that when it doesn't happen, because it won't, everyone's pissed off
Should at least be a plan, and right now there's nothing
Lot of defectors. Questions of why did we go in, oil? Now people are being slaughtered.
When I went in, had a defined plan, and this has no plan
Accountability problems – where's money being spent, how are things being done
Also like a legacy
SEC OF ARMY SAID WILL KEEP TROOP LEVELS THE SAME UNTIL 2010?
THOUGHTS?
Feel stuck
Hope we can do this
If leave, is a mess we'll have to clean up later
HOW ABOUT THE ECONOMY?
Making more money but where is it going?
Used to go to salaries and workers, but not now. Where is it going
I think it's getting better for some people. But then it's like gas, price keeps going up and people are going to have to buy gas anyway
A year ago, interest rates were almost nothing, and now they have to start bringing them back up or it's going to turn into a flat line
Right, but at some point have to put the brakes on with interest rates, or else becomes false
Debt levels people have – people are losing their houses
But that's kinda what feeds the economy
WHAT OTHER ISSUES ARE OUT THERE?
Government spends more money than it's earning
Can't even talk about the national debt anymore. It's pointless
Is ok now, wasn't ok when Democrats were in charge, but is ok now

III. Associations (25 minutes)

1. Bill Owens

Cobblehead (??)

Vicious

Character

Setting self up for other things

Nothing special

Career politician

Achiever

2. Bill Ritter

Democrat

Been a good D.A.

Next governor

WHAT'S HE BEEN TALKING ABOUT?

Education

Health

Party line

3. Bob Beauprez

Enigma

Not the next governor

Not sure where he stands

Ran against a complete moron

WHAT'S HE BEEN TALKING ABOUT?

Debates are getting heated

Mudslinging

Is throwing up the border issue as his rhetoric

Think that's the platform for this year

4. Rick O'Donnell

My wife hates him

Ad about last few months of high school, sending kids to the border. My wife hates him for that

Ads have been cutesy, with the grocery store. Tend to fall that way politically, but got turned off by that

5. Ed Perlmutter

Democrat

Stuck on thing that he's a lobbyist – lying to the public about it

Not really anything

6. Congress

Party line

Old guys

Idealistic ideas entering, get there, go party line
Think are already like that before getting there
Think a lot of them have our ideals, with grandiose ideas, and the machine chews them up
How many guys signed the three term limit in 94, ran for a 4th term? That's why Tancredo is refreshing and Lieberman
Yeah, those are the guys that stand out
Who was the lobbyist that started taking people down?
ABRAMOFF?
Yeah
WHAT ELSE?
corruption

7. [IF NOT MENTIONED IN PREVIOUS DISCUSSION], Mark Foley [**Extensive**]

- What does the Foley case say about Congress?

Think is isolated incident
Don't think it's a political issue – don't see how can make it a political issue
It's an issue because they tried to cover it up
See that's the thing. Wish they would deal with the situation instead of glossing it over
YOU THINK REPUBLICAN LEADERS TRIED TO COVER THIS UP?
Think there's one that has porn that was found, and makes it a big deal – Republican party just needs to cut it off
Just a shame, whole things disgusting

- What does the Foley case say about Republicans in Congress?

There are people out there in every walk of life that try to have sex with 14 year olds.
Don't think it's Congress as whole

[Written Exercise – Handouts #1 and #2]

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

- What good things come to mind when you think of Bush? [**Discuss**]

Daughters are smoking
Showed leadership after 9/11
Agree with that
Ok to take an unpopular position
Think he's committed to his position whether he's right or wrong
Lots going on – I don't think we've had a war going on for this long, and it's like, there's a lot going on

Like that he acted

With all that's been going on, economy has been relatively stable

Can judge a president by asking self if are making more money now than before...yes I am, so I'm ok

I snowmobile and there's been a push out of us from Yellowstone

- What doubts do you have? What worries you about him? [**Extensive**]

Think if are going to be our voice, need to speak

Dislike his sarcastic responses when someone asks him a question – been getting away with it for some time now. Doesn't address the issue, just dismisses. People aren't buying it here

His foreign policy is mind-boggling – what is he doing? I mean, after 9/11 it was Afghanistan and then thrust it all into Iraq.

Doesn't understand the Middle East

And doesn't listen to those that do

Science doesn't fit his goals, objectives, take them out of reports

Disillusion of our borders going into effect in 2010 – blending of social packages, creating a type of EU in North America

Don't know about this

Then again, strong nationalism is scary too

See shades of the red scare, if not supporting Bush, aren't a patriot

Why not fire people when they screw up? Like Katrina

Hasn't done anything on Social Security

Was there a mess before? Yes

Never finishes anything

Plays the reward system pretty poorly

Don't admit mistakes anymore

We're going to piss people off no matter what. We're number one, and everyone hates number one

IV. Election 2006 (20 minutes)

In less than two months, we will have elections for Congress, so let's talk about the upcoming elections now.

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

Not following the party line - finding solution that will fit best

Very scary that very few people knew their names around this table – only three weeks away

SO WHAT ARE THE ISSUES TO LEAN TOWARDS? WHAT DO YOU NEED TO FIND OUT?

Education, for my kids

Typically it's party platform, regardless of the face of the party. I can't tell you what they stand for or don't stand for
Thing with O'Donnell, talking about the border, but I don't live by a border, not this state. May not a bad thing, but...
Haven't really heard what Beauprez is going to do
ANYTHING YOU'RE HEARING FROM PERLMUTTER OR O'DONNELL?
Haven't geared up just yet
Heard O'Donnell took some trip to South America with his company, because paid for twelve days down there on educational trip
Want to hear about how they will make education better for the kids. What's getting more money to teachers going to do? What about transportation, drugs around town
Hear a lot of national issues that may not affect us
Social Security
Budget – heard for so long is such a bad thing, keeps going up
That they represent CO, and not get sucked into the machine. Finger on the pulse of our state
Less is more where I'm concerned with government – so whatever seat you're running for, tell me how you'll back things up, reduce the machine, not add. Nature of the beast

2. So what are you hearing so far in this election? Have you heard anything from the candidates here in Colorado, the candidates that you will be choosing from?
3. Let's talk about the Republicans and the elections for Congress in November.
 - When thinking about your vote, what reasons are there to vote for the Republicans?

Immigration – all you hear
My name's O'Mallory and I think immigration is bad
Anything else is a controversial topic that will end up biting republicans in the ass
Want to hear about ...National Park. How do you feel about drilling here
Fiscally responsible – keep taxes down instead of increasing them. Let the Market rule
If Democrats are in charge, terrorists will run rampant
Republicans tying themselves too much to religious right – same sex marriage things. Hot topic too that's safe for them to stomp

4. Now, let's talk about the Democrats and the elections for Congress in November.
 - When thinking about your vote, what reasons are there to vote for the Democrats?

Because they're not Republicans
IS THERE ANYTHING THEY'RE SAYING THEY'LL DO?

Plan in Iraq, but think it's kinda feudal.

Don't have a plan

But instead of steering the Titanic into the iceberg, may tilt it

Cut taxes for the wealthy

- And what holds you back from voting for the Democrats?
- 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?

Maybe the environment

More attention to domestic issues than international

I think more balance

I could see spending less money in Iraq

V. Ad Testing (40 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 Florida. 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).

More Likely Perlmutter 5 4 3 2 1 0 1 2 3 4 5 *More Likely O'Donnell*

No Diff

Perlmutter – Protect

Perlmutter – Protect	
5 Perlmutter	1
4 Perlmutter	1
3 Perlmutter	3
2 Perlmutter	
1 Perlmutter	
0	1
1 O'Donnell	1
2 O'Donnell	2
3 O'Donnell	
4 O'Donnell	
5 O'Donnell	

WHY LIKE IT?

I just like the message. Doesn't criticize, and is going to start on three easy things and will work on them. The ones that go against the opponent, who cares?

I like the protection – I have a kid, it's a good thing

Same thing – protecting children. Hit home with me, but if don't have kids, may

He threw in the faith

WHAT DID YOU THINK OF THAT RELIGIOUS PART?

Some Republicans have made it their issue

Family man, found it believable, didn't point, slinging mud, so is ok

WHAT ELSE DID YOU THINK?

Like that he didn't start slinging mud, but his issues were very soft

Also, think should be the parent's job for some of this, and not have the government worry about it

Right, but need to give kids space, allow them to become independent

Ok, but how many of you all walked to school when you were 6? Would you let your kids walk to school now? It's a different environment

Like the censoring, like the safety, but playing the faith card pushed me to the other side, because

Online predators - that's a parent thing. Teacher background check – don't think that will find one. Video games – parent thing too

O'Donnell – Hard work

O'Donnell – Hard work	
5 Perlmutter	
4 Perlmutter	2
3 Perlmutter	2
2 Perlmutter	2
1 Perlmutter	1
0	1
1 O'Donnell	
2 O'Donnell	
3 O'Donnell	1
4 O'Donnell	
5 O'Donnell	

Didn't mention one issue

Just talked about his family

Republicans are in charge and he's going to clean it up – heard that before

I don't need to like my congressman, need him to do the job

See, I like that he gave some background, rather vote for someone who grew up in a grocery store than Martha's Vineyard

What this was was vote for me, I'm a nice guy

Perlmutter – Stem Cells

Perlmutter – Stem Cells	
5 Perlmutter	
4 Perlmutter	4
3 Perlmutter	2
2 Perlmutter	2
1 Perlmutter	
0	
1 O'Donnell	1
2 O'Donnell	
3 O'Donnell	
4 O'Donnell	
5 O'Donnell	

On his last ad, had some stance, but on this one, he's doing something about something I can't do myself
 Hot topic, like how he tied in his family into it
 Liked it but skirted away from where the stem cells come from
 I'm on the fence, but opens up the issue a bit
 Makes the topic open for the discussion
 Seemed too much for himself, trying to fix his daughter – send him to Congress to do that
 But it also makes it seem like he's passionate with it
 Lots of people say things and seems like he might follow through

O'Donnell – Truth matters

O'Donnell – Truth matters	
5 Perlmutter	
4 Perlmutter	
3 Perlmutter	1
2 Perlmutter	1
1 Perlmutter	1
0	5
1 O'Donnell	
2 O'Donnell	1
3 O'Donnell	
4 O'Donnell	
5 O'Donnell	

Started out good, but sunk himself with the attack
 Can't trust that attack. Just him saying it doesn't make it true
 I hate attack ads and he comes across as so young

Didn't like it. Social Security is more a problem later with me and my kids, not really right now with his mom

Social Security is another issue where will he make a difference? Don't know. But blanket statements...

Again, his mom gets it, so send him to Congress to take care of mom

Perlmutter – Iraq/Energy

Perlmutter – Iraq/Energy	
5 Perlmutter	2
4 Perlmutter	2
3 Perlmutter	1
2 Perlmutter	
1 Perlmutter	
0	3
1 O'Donnell	
2 O'Donnell	
3 O'Donnell	
4 O'Donnell	1
5 O'Donnell	

Family owns a farm, and noticed had the energy conversation with the tractor – is a personal thing

Think Iraq did nothing for him, but like the alternative energy message

Goals are improbably and unlikely, but at least he's thinking about it

Think he took big issues, don't know if he can fix it, is it really going to work? Or just addressing because is an issue?

Didn't see wind and corn as the solution – I'm a supporter

Right away made me think, when he talked about Iraq, then went to energy, made it sound like we went there for oil

Can't stay the current course in Iraq

Just by talking about Iraq first, I cut out the rest of the commercial

That's how I was too – like alternative energy and drew me back in

Buchanan/Jennings Tax Attack

Buchanan/Jennings Tax Attack	
5 Perlmutter	
4 Perlmutter	1
3 Perlmutter	1
2 Perlmutter	
1 Perlmutter	
0	3
1 O'Donnell	2
2 O'Donnell	1
3 O'Donnell	
4 O'Donnell	
5 O'Donnell	1

A lot of mud

I do believe the mud, because the party line would say that. Hot button issue, so believe it

Can't trust the ads – they're both probably saying the same thing

Being a small business owner too, I understand

Hard to believe

Love that 2000 tax credit though – nice little pop

Made it seem like here's what Reps stand for, and if you don't do this, we won't fund your campaign

Perlmutter – Boys

Perlmutter – Boys	
5 Perlmutter	5
4 Perlmutter	
3 Perlmutter	
2 Perlmutter	3
1 Perlmutter	
0	1
1 O'Donnell	
2 O'Donnell	
3 O'Donnell	
4 O'Donnell	
5 O'Donnell	

Is that a real ad? Is he trying to lose?

It's an attack ad, but it's true. No thank you – could happen next year

Oh by the way, Mexico is safe right now, so let's send them to Indonesia

Waste your senior year? Ridiculous

FOR THOSE OF YOU THAT DIDN'T LIKE IT, IS IT BELIEVABLE?

Might be one of those idealistic, junior, young wannabes that throw out something
 This was in the Denver Post?
 Yeah, but in what context? Maybe it was thrown out as a weird idea
 I can understand it, but should be smarter
 Yeah, it's believable, and seems was taken in context. Pretty straightforward
 Words came up slower, unlike the FL one

O'Donnell – Amnesty

O'Donnell – Amnesty	
5 Perlmutter	
4 Perlmutter	1
3 Perlmutter	
2 Perlmutter	1
1 Perlmutter	
0	4
1 O'Donnell	
2 O'Donnell	
3 O'Donnell	2
4 O'Donnell	
5 O'Donnell	1

WHY O'DONNELL?

Again, hot button issue, is it believable
 Think it is believable...maybe couldn't believe the other one with the border, but could believe this one
 Just what I've read about the immigration issue, way too complicated. If really wanted to get rid of them, with what money, resources
 As years go along, think border will get less and less defined. Think are wasting time if you try
CHARGE AGAINST PERLMUTTER BELIEVABLE?
 Yes, because has been in the news lately, over the past few months
 Not a T

VI. Final Ballot (5 minutes)

[Written exercise – Handout #10]

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]**