

**Older, college women, HH income over \$50K**  
**October 12, 2006**  
**Denver, CO**  
**CO-7**  
**8 Kerry/1 Bush**  
**5:30 PM**

**I. Introduction** (10 minutes)

Aimee: native to Denver, two grown sons, admin for a non-profit  
Berta.: born and raise in CO, works for food manufacturer  
Charisse: retired elementary school principal, one daughter, grew up in WI  
Davia: has 2 daughters, nurse, teaches at university  
Edith: pharmacist, went back to grad school, last 5 months with Doctorate, 3 kids  
Francine: owns own business, masters in psych., no kids, outdoorsy  
Gennifer: travels around, one adult daughter, antiquer  
Holly: married with 4 daughters, corporate travel agent  
Indra: 2 kids, works from home, MBA in finance, kids are social life

**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**]

Wrong (all around)

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

The war

One thing that really bothers me is the political ads, negativity, don't say what they'd do

Never been so discouraged with Congress, inability to have leadership

Stuff going on in Iraq, reminds me of Vietnam, not getting better, but nothing's really changing, affects peoples' morale

Lost some of our bargaining power there when may need it for North Korea – volatile situation

Got into it for the wrong reasons – Bush's father (Iraq)

Can go to any website, totally remove yourself, but now can't really see it, and don't know what to believe anymore. Can't trust anymore

Parties are so divided, don't work at all together. Don't get anything accomplished

Spent world collateral that we had after 9/11 on this war, turned on us, so many intelligence agencies believe that this has fueled so many more people that hate us and volunteers.

WHAT ELSE ABOUT THAT – BELIEVE THAT WE ARE MORE OR LESS SAFE?

Less safe – made us into a culture on edge all the time

I think we all feel, or at least I feel more vulnerable, that things can happen now.

Thinking about yesterday's situation in NY – people don't feel safe

Not just about safety, but relationships between countries

OTHER ISSUES

The economy

Tuition, with two kids in college. Has tripled

Lack of security in schools

Lack of any kind of moral compass in the House or Senate. People we're looking up to are sometimes the worst of the worst

ANY IN PARTICULAR?

I was thinking Foley

And that the pharmaceutical companies and the corporations are clogging up money and health care

Don't know if I agree with that, because could have to wait like some do in a socialized economy, where here we have a choice to go out and get it

Agree, but how many people here don't have any health care

And the people that can't qualify for Medicaid, who don't make enough money

And I work as a corporate travel agent, and to see the money that is wasted by them to fly first class. It is frustrating

ANYTHING GOING IN THE RIGHT DIRECTION?

Maybe we have a different perspective when we were younger, but now things seem different.

A lot more sophisticated – email

Can call anyone, or instant messaging

Plus I think immigration has affected particularly education. Live near a school that has become predominantly Spanish speaking. Teachers have to deal with that now, and I have kids that come to read with me and they have such a low reading level

No Child Left Behind Act got messed up

I think my kids know more than I did at that age

Seems like all the standards, reading levels, even the dress code

**III. Associations** (25 minutes)

1. Bill Owens

Wimpy

Can't think of anything to say

Moderate

Philanderer

Oatmeal

2. Bill Ritter

Good

Strong

Ethical

Public servant

I don't like his immigration stance

I don't like his stance on bill about abortion – made comment if Supreme Court overturns

Roe v Wade, he would not veto

3. Bob Beauprez

Bad campaigns

Too conservative

Both ways Bob

TO CONSERVATIVE IN WHAT WAY?

Things I've read are just opposite my thinking

ISSUES?

4. Rick O'Donnell

Who?

Used to bag groceries

Social Security

Republican

So hard to get past the negative ad campaigns – disgusting. Takes away credibility of both parties

Felt like a distraction

Feel like you really have to do a lot of homework on your own, or study newspaper, or not watch ads at all. Is this his ad or is it his opponents?

5. Ed Perlmutter

Like him

Family man, seems sincere, forthright, and has spoken in a positive way, not slamming anyone

ANYTHING ELSE? ISSUES?

Like his ads, but don't know anything about him

6. Congress

Ick  
Quagmire  
Special interests  
Needs change  
WHAT KIND?  
Term limits  
Leadership  
People that aren't in it for their own agendas

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

I think it's always been this way

Part of being a politician

HOW?

Catering to special interests, whoever lobbies the best. Now you can just watch it on TV

Not sure if I totally agree with that, but you may be right

Possible, but I feel like in the past there were more deals made, and Republicans and Democrats made it work, made a decision together

Maybe are more partisan now

Until I had kids in school, didn't think about education. As you get older, things that never were important become more important

When you're personally affected, can change

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

Think there was some of that going on before, but now know everything about it. I think because CNN have people reporting all the time, can just turn it on

Fact that we do know more, it's terrible that they think they can go to Congress and do what they please. Amazes me. Do they have megalomaniac personalities?

Remember what Clinton said? Why did you do it, "because I could". Same with my teenage daughter – don't think about affects

BACK TO FOLEY, WHAT'S YOUR TAKE?

That people knew about it and didn't do anything. The fact everyone kept it covered is almost worse

It happens, and it just happened to be exposed

How hypocritical it is – he's in with these kids. Takes away from the seriousness when people joke about it

Is polluting the young people that are there right now. Just making Congress more corrupt

Reminded me of the Catholic priest thing, where parishes knew, but kept passing them around. Takes away all of our confidence from these people

Interesting how you listen, we don't really know the truth. Frustrated by the lack of accountability – no one's accountable for anything

Yeah, and he's an alcoholic and was abused

IS THIS SCANDAL ABOUT REPUBLICANS IN CONGRESS OR CONGRESS?

Congress

This has turned in to such a time and money waster

Such an embarrassment for the rest of the world to see this – look at America imploding

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

**[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]**

Good husband and father

Good personality, laughs a lot

Tries to lead, giving it his best shot

Good people working for him

ANYONE IN PARTICULAR?

Rice is good

Principled, morale, has good character

Tax cuts – but more money for him

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

Doubt his real leadership ability – run by the political machine, not even sure if he believes everything he says he does

Agree, no tolerance for dissent or criticism

Makes false promises, says things will get better

Even though Iraq seems overwhelmingly like a bad idea, he was hell bent on going to Iraq

Out for his own agenda as well as his father's

I just don't like him – on a gut level, my gut doesn't like him

I have the hardest time just listening to him

Not a good speaker

Goes along with his “dumb” image – can spoof on SNL, can be so accurate

Doesn't use correct grammar at times

Maybe that's his way to try to endear himself

I don't think he's that smart

What was his comment at Yale? All you C students can be president too

Don't know if I can believe the way he speaks

I put emphasis on international affairs, not so much on economy

Slow to respond, for instance, hurricane Katrina. Pathetic I thought

I also think his second campaign was based a lot on fear and keeping the American people afraid

Not willing to say he made a mistake, ever

I don't think he's very strong either – just a whiny little guy

#### **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?

Immigration

Education

Social Security

Sometimes I think it doesn't mean so much to me anymore, because I feel like they're so ineffective when they get there. Don't really ever see anything they say in the campaigns.

The war is important to me – don't know what anyone's going to do about it

Lot of fear in this campaign regarding, same sex marriage, and lots of talk, but from a fear standpoint

Feel like those issues are put on the table to so address others

Health care is important to me

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?

Each other – someone not paying their debts

One candidate being easy on someone, another saying they plea bargained

Heard a lot on O'Donnell's paper on Social Security – but was college, all change ideas

If can base whole thing on a college paper, means couldn't really find a scandal

I just think it's about distractions

**ARE THEY TALKING ABOUT ISSUES?**

They're talking about education and financing – I'm focused on education

But that's a good point because if you are focused on a certain issue, you hear it

If this negative is true, how do you change that and make it into something positive

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?

Family values

Economy

Immigration is big

Support the president

Just trying to keep quiet and not screw it up, so Democrats don't get it

Have a better chance of getting things accomplished with Republicans in Congress and a Republican president

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

It's per candidate for me  
I think it's the philosophy of distribution of wealth  
And the size of government

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?

Change

The war – important focus. A lot of people are unhappy  
Needs to be a change due to false pretenses  
WHAT KINDS OF CHANGE ARE DEMS PROMISING?  
Not anything in particular  
I really don't know what people are saying about the war  
If we stay middle of the road

- 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?

No

I think if the Congress changes, then the president can change  
I think because of the debate of the country could change  
Think the Democrats have really blocked a lot of the Republicans  
In Congress' defense, this has become a very difficult country to lead – polls everyday about how we feel, kinda hard to know what the country wants  
I think we're very disillusioned right now, need someone to take the bull by the horns and move forward  
But the problem is the one that you hear was moving things forward is now on the chopping block. We're now a nation in transition

**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).

<i>More</i>									<i>More</i>
<i>Likely</i>					<i>No</i>				<i>Likely</i>
<i>Perlmutter</i>					<i>Diff</i>				<i>O’Donnell</i>
<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
									<b>5</b>

**Perlmutter – Protect**

<b>Perlmutter – Protect</b>	
<b>5 Perlmutter</b>	
<b>4 Perlmutter</b>	<b>4</b>
<b>3 Perlmutter</b>	
<b>2 Perlmutter</b>	<b>3</b>
<b>1 Perlmutter</b>	
<b>0</b>	<b>1</b>
<b>1 O’Donnell</b>	
<b>2 O’Donnell</b>	<b>1</b>
<b>3 O’Donnell</b>	
<b>4 O’Donnell</b>	
<b>5 O’Donnell</b>	

Family man – didn’t say anything bad about the other candidate. Stressed education  
 Would rather hear something about education that doesn’t have to deal with fear – gave me an edge  
 Saw this ad before, wondered why he said “his faith” – sounded odd  
 Mentioned his faith, but didn’t say what it was. Put it out there, didn’t make me comfortable  
 I have kids – to me the ad was dumb – agree with what (second woman) said about education  
 Think this hits mothers and fathers that have young children  
 To me sounds like a man that is not taking on any big issues – this is a touchy, feely, I’m a nice guy kind of thing. Most of these ads are want you to like me or not like the other guy  
 As a parent, think of internet chat is a bigger issue among older kids. Should be a parental thing, not governmental  
**WHY TOWARD O’DONNELL?**  
 Didn’t like ad at all – predators, tried to play up Christian values, not sincere, phony  
 If don’t like one candidate, will push you to another

Definitely appealed to parents and grandparents with young children, but have babyboomers, need to hear things like this

**O'Donnell – Hard work**

<b>O'Donnell – Hard work</b>	
<b>5 Perlmutter</b>	<b>1</b>
<b>4 Perlmutter</b>	<b>1</b>
<b>3 Perlmutter</b>	<b>1</b>
<b>2 Perlmutter</b>	<b>1</b>
<b>1 Perlmutter</b>	
<b>0</b>	<b>2</b>
<b>1 O'Donnell</b>	
<b>2 O'Donnell</b>	<b>2</b>
<b>3 O'Donnell</b>	
<b>4 O'Donnell</b>	<b>1</b>
<b>5 O'Donnell</b>	

**WHY O'DONNELL?**

Good ad, accountable, family man, wants to get something done

Tend to think he's a nice guy, and is Irish

Let's clean up the whole mess act

All it did was say he's a good guy, no credentials, etc

Said nothing about his candidacy, why he's qualified

Thought this one was just as dumb as the other one. Know he's family man like Perlmutter, but don't know anything about him or his position on anything. Think are exactly the same

Seems more personal, but really nothing to listen to

Wild jump going from being nerdy to being effective in Congress

**Perlmutter – Stem Cells**

<b>Perlmutter – Stem Cells</b>	
<b>5 Perlmutter</b>	<b>5</b>
<b>4 Perlmutter</b>	<b>1</b>
<b>3 Perlmutter</b>	<b>1</b>
<b>2 Perlmutter</b>	<b>1</b>
<b>1 Perlmutter</b>	
<b>0</b>	<b>1</b>
<b>1 O'Donnell</b>	
<b>2 O'Donnell</b>	
<b>3 O'Donnell</b>	
<b>4 O'Donnell</b>	
<b>5 O'Donnell</b>	

Like that he took a stand, and is an important issue. Is important for the world  
 I liked that said he'll fight for something  
 People more than politics  
 Took a stand on an issue with real controversy, although most Americans do favor this. Can get my attention  
 I have a daughter with epilepsy, so I focused in on that – everything he said was with conviction  
 It's funny I haven't seen this ad  
 I've seen the other multiple times  
**SO SAYING SAW THE NEGATIVE ONE MORE?**  
 Yes  
 I like instead of talking about...is saying what he's going to do  
 Question he didn't address on this include, where do you draw the lines? What part is controversial?

**O'Donnell – Truth matters**

<b>O'Donnell – Truth matters</b>	
<b>5 Perlmutter</b>	
<b>4 Perlmutter</b>	<b>3</b>
<b>3 Perlmutter</b>	<b>2</b>
<b>2 Perlmutter</b>	
<b>1 Perlmutter</b>	
<b>0</b>	<b>3</b>
<b>1 O'Donnell</b>	<b>1</b>
<b>2 O'Donnell</b>	
<b>3 O'Donnell</b>	
<b>4 O'Donnell</b>	
<b>5 O'Donnell</b>	

Liked that he talked about his previous opinion, but then went right into negative Perlmutter  
 Seemed like he was defending himself from a previous attack, but we didn't see it  
 Had 2, but want to change it to zero because didn't really convince me that Perlmutter was really for cutting Social Security. Decided don't really believe it as much as I thought I did. Also, something has to pay for an aging population  
 Talked about SS for his mother, but how about SS for himself, his children; mother sounds like short term thinking  
 Think he did something good saying this is what I believe in, this is what I did  
**BUT REALLY DIDN'T SWAY YOU**  
 No, not really  
 Didn't really say what he was going to do

**Perlmutter – Iraq/Energy**

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

Love that he took a step, take a different course in Iraq  
 I like energy independent – also talks about Colorado  
 Sounds strong  
 Shows wind and corn, which are energy sources  
 I agree with the alternative energy sources  
 That was my negative – I have a different energy...alternative is the most expensive kind of energy, I find it to be very negative  
 I have a son that works in an ethanol plant  
 I have to say I'm sorry, I don't agree with you, I bought a Prius and it doesn't matter that I pay extra, the fact that the energy comes from different sources is great  
 Focused right in and hit these points  
 And getting away from foreign oil  
 Think that will take generations to get out from under oil, need to take steps

**Buchanan/Jennings Tax Attack**

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

Why would you want to vote for Christine  
 Took things out of context - all he said was she does it this way and I don't  
 Thought it was very negative, inflammatory but surprised votes weren't the other way because  
 all said against negative ads  
 Wouldn't be swayed either way because I do want to pay fewer taxes, like anyone  
 I think Buchanan is a butthead  
 OK, SO WOULDN'T CONVINCING YOU, BUT WOULD IT RAISE A DOUBT?  
 Yes, I think it would  
 Sure it would raise an issue  
 Would make me, if I saw it closer to the election, I would look into it more  
 Does an ad have to be truthful? Every time I look into it after these ads, I go the other way  
 I agree, pushes me to the other candidate

**Perlmutter – Boys**

<b>Perlmutter – Boys</b>	
<b>5 Perlmutter</b>	<b>1</b>
<b>4 Perlmutter</b>	
<b>3 Perlmutter</b>	<b>1</b>
<b>2 Perlmutter</b>	<b>2</b>
<b>1 Perlmutter</b>	
<b>0</b>	<b>5</b>
<b>1 O'Donnell</b>	
<b>2 O'Donnell</b>	
<b>3 O'Donnell</b>	
<b>4 O'Donnell</b>	
<b>5 O'Donnell</b>	

I don't believe it (all around)  
 Maybe he said it as a joke?  
 I hope that's not true  
 Makes me want to research it. If true, would make the decision very easy  
 SHOWED A PICTURE OF THE ARTICLE HE HAD WRITTEN  
 He really wrote that?  
 If that's true, that's a slam dunk  
 If that's true, I would vote for Perlmutter in an instant, but have this image of Perlmutter of  
 saying what people want. Doesn't really take on real issues

**O'Donnell – Amnesty**

<b>O'Donnell – Amnesty</b>	
<b>5 Perlmutter</b>	<b>1</b>
<b>4 Perlmutter</b>	<b>2</b>
<b>3 Perlmutter</b>	<b>2</b>
<b>2 Perlmutter</b>	
<b>1 Perlmutter</b>	
<b>0</b>	<b>3</b>
<b>1 O'Donnell</b>	
<b>2 O'Donnell</b>	
<b>3 O'Donnell</b>	
<b>4 O'Donnell</b>	<b>1</b>
<b>5 O'Donnell</b>	

**WHY FOR O'DONNELL?**

I don't agree with what he says. I'm voting based on issues rather than the person  
 Tells you again what you want to hear, how Perlmutter we'll lose all this money. Doesn't talk  
 about how much money it would cost to process and send back all the illegals  
 Such a complex issue  
 Start to lose pieces of it when you're focusing on the funny issues  
 Thought the speaker's voice was abrasive  
 My parents were legal immigrants, so I feel if you give illegals amnesty they become less of a  
 burden. And I don't know if Perlmutter really said that, and it's very expensive to chase after all  
 these illegal aliens

**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]**