

October 27-28, 2004  
600 Likely Voters  
Margin of Error +/- 4.0%

**FREQUENCY QUESTIONNAIRE - ARKANSAS**  
*poll conducted by Greenberg Quinlan Rosner Research*

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

	<b>Total</b>
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?

	<b>Total</b>
Voted .....	93
Not registered in 2000/Ineligible/too young .....	3
Did not vote .....	4
(Can't remember/Don't know/Refused) .....	-
(ref:VOTE00)	

**[24 Respondents]**

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

	<b>Total</b>
Registered, but did not vote .....	35
Not registered.....	65
(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?

	<b>Total</b>
Voted .....	84
Did not vote .....	12
(Can't remember/Don't know).....	3
(Refused).....	-
(ref:VOTE02)	

[75 Respondents]

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

	<b>Total</b>
Registered, but did not vote .....	60
Not registered.....	40
(Can't remember/Don't know).....	-
(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?

	<b>Total</b>
Almost certain.....	85
Probably .....	4
50-50.....	-
Will not vote .....	-
(Already voted).....	10
(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?

	<b>Total</b>
Right direction .....	39
Wrong track .....	55
(Don't know/refused) .....	6
<b>Right - Wrong .....</b>	<b>-16</b>
(ref:DIRECT)	

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

	<b>Total</b>
Strongly approve.....	38
Somewhat approve.....	14
Somewhat disapprove.....	10
Strongly disapprove .....	36
(Don't know/Refused).....	2
<b>Total approve .....</b>	<b>52</b>
<b>Total disapprove .....</b>	<b>45</b>
<b>Approve - disapprove .....</b>	<b>7</b>
(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.....	52.0	47	35	98
12 The Democratic Party .....	52.5	43	35	97
13 George W. Bush.....	54.6	54	38	99
14 John Kerry.....	46.2	41	48	99
15 Bill Clinton.....	56.0	53	37	99
16 The N.R.A., or National Rifle Association .....	62.7	55	22	93
17 Pro-life, anti-abortion groups.....	57.3	47	31	95
18 The Iraq war.....	43.4	37	45	95
19 Big corporations.....	48.8	31	30	90
20 Gay marriage.....	15.6	10	77	97
21 Former Senator Dale Bumpers.....	60.6	44	18	79
22 Mike Huckabee .....	53.8	48	31	96

(ref:THERM204)

Q.23 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?

	<b>Total</b>
Different direction strongly .....	42
Different direction not so strongly .....	6
Bush direction not so strongly .....	9
Bush direction strongly .....	39
(Don't know/refused) .....	4
<b>Total Different direction .....</b>	<b>49</b>
<b>Total Bush direction .....</b>	<b>48</b>
<b>Different direction - Bush direction .....</b>	<b>1</b>
(ref:COUNTDIR)	

Q.24 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.

	<b>Kerry Much Btrr</b>	<b>Kerry Smwt Btrr</b>	<b>Bush Smwt Btrr</b>	<b>Bush Much Btrr</b>	<b>Both</b>	<b>Nei- ther</b>	<b>DK/ Ref</b>	<b>Total Kerry Btrr</b>	<b>Total Bush Btrr</b>	<b>Kerry - Bush</b>
25 The economy .....	31	15	15	28	0	3	7	<b>46</b>	<b>43</b>	<b>3</b>
26 Taxes .....	28	13	14	34	0	3	8	<b>41</b>	<b>48</b>	<b>-7</b>
27 Foreign policy .....	29	11	15	35	0	0	8	<b>41</b>	<b>51</b>	<b>-10</b>
28 Being on your side .....	29	12	11	35	1	4	8	<b>41</b>	<b>47</b>	<b>-6</b>
29 Raising middle class living standards .....	34	13	15	25	0	4	8	<b>47</b>	<b>40</b>	<b>7</b>
30 Retirement and Social Security .....	31	14	15	25	1	4	10	<b>46</b>	<b>40</b>	<b>6</b>
31 Having a hopeful vision of the future .....	29	13	14	34	3	2	5	<b>42</b>	<b>48</b>	<b>-6</b>
32 Has clear plans on what he wants to achieve .....	24	13	11	37	4	5	6	<b>37</b>	<b>47</b>	<b>-10</b>
33 Health care .....	30	15	17	23	1	4	9	<b>46</b>	<b>40</b>	<b>6</b>
(ref:KBBETJOB)										

Q.34 Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes John Kerry very well, well, not too well, or not well at all.

	Very Well	Well	Not Too Well	Not Well At All	DK/Ref	Total Well	Total Not Well
34 Has good plans for the economy.....	24	30	20	21	5	53	42
35 Strong leader .....	26	24	22	25	3	50	47
36 Has what it takes to be President .....	29	21	19	29	2	51	47
37 Cares about people like you .....	28	25	17	27	4	53	44
38 Will keep America safe.....	23	28	21	25	3	51	46
39 Is ready to deal with Iraq .....	23	21	22	31	2	44	54
40 Shares your values .....	25	21	17	35	2	46	52
41 Strong convictions .....	28	25	19	25	3	54	44
42 Would be a commander in chief you can trust..... (ref:KERPOS04)	27	23	19	29	2	50	47

Q.43 Now, I am going to read you a different list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes John Kerry very well, well, not too well, or not well at all.

	Very Well	Well	Not Too Well	Not Well At All	DK/Ref	Total Well	Total Not Well
43 Flip-flops on important issues.....	41	19	15	21	4	60	36
44 Too liberal.....	40	19	15	19	7	59	34
45 Too ready to raise taxes .....	35	19	19	19	8	54	38
46 Not strong enough on security and defense issues.....	29	21	21	23	6	50	44
47 Out of touch with Arkansas values .....	37	17	18	22	7	53	40

(ref:KERNEG04)

Q.48 Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes George Bush very well, well, not too well, or not well at all.

	Very Well	Well	Not Too Well	Not Well At All	DK/Ref	Total Well	Total Not Well
48 Cares about people like you.....	33	21	16	28	1	54	44
49 Honest and trustworthy.....	38	23	13	25	1	61	38
50 Shares your values.....	38	19	16	26	1	57	42
51 Strong leader.....	42	21	15	22	0	63	37
52 Has good plans for the economy.....	26	25	19	27	3	50	47
53 Has good plans for Iraq.....	29	25	17	27	3	54	43
54 Making progress on our country's problems.....	26	26	20	27	1	52	47
55 Understands problems middle class people face.....	26	21	20	31	2	47	51
56 Commander in chief you can trust.....	42	16	14	26	1	58	41
57 Good for Arkansas..... (ref:BUSHPOS04)	26	26	18	28	2	52	46

Q.58 Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes George Bush very well, well, not too well, or not well at all.

	Very Well	Well	Not Too Well	Not Well At All	DK/Ref	Total Well	Total Not Well
58 Seems in over his head.....	34	14	18	31	3	48	49
59 Too negative in his campaign.....	23	20	25	29	2	44	54
60 Supports big corporate interests rather than the public interest.....	39	21	17	17	6	60	34
61 Misled the country on many important issues.....	32	16	21	29	2	48	50
62 Too ready to go to war.....	41	16	19	22	2	57	41
63 Out of touch..... (ref:BUSHNEG04)	29	16	22	30	3	45	52

Q.64 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 <sup>st</sup> Stmt Strng	1 <sup>st</sup> Smwt	2 <sup>nd</sup> Smwt	2 <sup>nd</sup> Strng	Both	Nthr	DK/ Ref	Total 1 <sup>st</sup> Stmt	Total 2 <sup>nd</sup> Stmt	1 <sup>st</sup> - 2 <sup>nd</sup>
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64 I am worried more about John Kerry as President because he is weak against terrorists.

I am worried more about John Kerry as President because he supports abortion. ....	21	12	8	27	10	17	4	<b>33</b>	<b>36</b>	<b>-3</b>
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65 I am worried more about George Bush as President because jobs are being outsourced overseas, new jobs don't pay much, and health care costs are skyrocketing.

I am worried more about George Bush as President because he is spending so much abroad and getting bogged down in Iraq. ....	29	12	11	17	15	14	1	<b>41</b>	<b>29</b>	<b>12</b>
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(ref:PAIRARK)

Q.66 Which one of the following issue areas would be MOST important to you in deciding how to vote for a candidate for President? Is it...

	Total
The economy and jobs .....	32
Terrorism and security .....	28
The war in Iraq.....	19
Healthcare .....	14
(Other) .....	5
(Don't know/Refused).....	2

(ref:TOP4ISS2)

Q.67 You hear a lot of things about each of the candidates. When thinking about the possibility of voting for John Kerry, please tell me how reassuring you would find each of the following. Please tell me whether you find each very reassuring, somewhat reassuring, a little reassuring or not at all reassuring?

	Very Reasr	Smwt Reasr	A Little Reasr	Not At All Reasr	DK/ Ref	Very/ Smwt Reasr	Little/ Not Reasr
67 John Kerry says, make no mistake, I will hunt down and kill the terrorists before they attack us. ....	26	20	14	38	2	46	52
68 John Kerry says his religious faith has shaped his values and his commitment to families and his commitment to battle for those who are less fortunate and less powerful.....	28	21	14	34	3	49	48
69 Kerry is committed to cutting middle class taxes - abolition of the marriage penalty, credits for college tuition and increasing the child tax credit. ....	30	25	13	27	4	56	41
70 John Kerry says he opposes gay marriage because he thinks marriage is between a man and a woman.....	40	16	11	30	3	56	41
71 John Kerry is a gun owner, a hunter, and a former prosecutor who supports the Second Amendment and believes law abiding Americans have the right to own guns. .... (ref:REAS1)	36	21	13	28	2	57	40

Q.72 Now I'm going to read you a series of doubts some people have expressed about George Bush. Regardless of which candidate you might support, please tell me which TWO of the following raise the biggest doubts for you about George Bush?

	Total
Outsourcing jobs overseas and greater job loss at home .....	40
Skyrocketing health care costs.....	32
The problems in Iraq.....	28
Record budget deficits .....	23
His No Child Left Behind education policies .....	15
Increased anti-American sentiment in the world .....	11
Focused too much abroad .....	6
(Other) .....	2
(No doubts) .....	5
(Don't know/refused) .....	4
(ref:BIGDBTB2)	

Q.73 Now I'm going to read you a series of doubts some people have expressed about John Kerry. Regardless of which candidate you might support, please tell me which TWO of the following raise the biggest doubts for you about John Kerry?

	<b>Total</b>
Will let gay marriage become legal .....	30
Supports abortion .....	27
Voted against funding for the troops in Iraq .....	21
Will raise taxes .....	19
Won't be aggressive enough in protecting our country .....	18
Can't make tough decisions on important issues .....	16
Will restrict the rights of gun owners .....	12
(Other) .....	1
(No doubts) .....	12
(Don't know/refused) .....	5
(ref:BIGDBTK2)	

Q.74 Now let me ask you something different. Do you approve or disapprove of the way Bill Clinton handled his job as president?

	<b>Total</b>
Strongly approve.....	48
Somewhat approve.....	16
Somewhat disapprove.....	10
Strongly disapprove .....	25
(Don't know/Refused).....	1
<b>Total approve .....</b>	<b>64</b>
<b>Total disapprove .....</b>	<b>35</b>
<b>Approve - disapprove .....</b>	<b>29</b>
(ref:CLINTAPP)	

**[300 Respondents]**

Q.75 (SPLIT A) Imagine, Bill Clinton travels to Arkansas to campaign for John Kerry. Clinton says Kerry is a good man who is a strong leader. As President, he will fight for the middle class and those who want to join it. Does this make you more likely or less likely to support John Kerry?

	<b>Total</b>
Much more likely.....	26
Somewhat more likely .....	21
Somewhat less likely .....	11
Much less likely .....	26
(No difference).....	14
(Don't know/Refused).....	1
<b>Total more likely .....</b>	<b>48</b>
<b>Total less likely .....</b>	<b>38</b>
(ref:BCVISITA)	

Q.76 Finally, I would like to ask you a few questions for statistical purposes. What is the last year of schooling that you have completed?

	<b>Total</b>
1 - 11th grade .....	8
High School graduate .....	30
Non-college post H.S.....	1
Some college.....	26
College graduate .....	22
Post-graduate school .....	12
(Don't know/refused) .....	0
(ref:EDUC)	

Q.77 Are you a member of a labor union? (IF NO) Is any member of your household a union member?

	<b>Total</b>
Yes: Respondent belongs.....	8
Household member .....	3
No member belongs .....	88
(Don't know/refused) .....	1
(ref:UNION)	

Q.78 Are you married, single, separated, divorced, or widowed?

	<b>Total</b>
Married .....	69
Single .....	11
Separated/divorced .....	9
Widowed.....	11
(Don't know/refused) .....	0
(ref:MARITAL)	

Q.79 Generally speaking, do you think of yourself as a Democrat, a Republican or what?

	<b>Total</b>
Strong Democrat .....	27
Weak Democrat .....	11
Independent-lean Democrat .....	12
Independent.....	5
Independent-lean Republican .....	13
Weak Republican .....	11
Strong Republican .....	21
(Don't know/Refused).....	1
(ref:PTYID1)	

Q.80 Thinking in political terms, would you say that you are Conservative, Moderate, or Liberal?

	<b>Total</b>
Liberal.....	10
Moderate .....	36
Conservative .....	50
(Don't know/refused) .....	4
(ref:IDEO1)	

Q.81 What is your religion?

	<b>Total</b>
Protestant .....	70
Catholic.....	6
Jewish .....	0
(Other/none/refused).....	24
Muslim.....	-
(ref:RELIG1)	

**[419 Respondents]**

Q.82 Which one of these words best describes your kind of Christianity -- fundamentalist, evangelical, charismatic, Pentecostal or moderate to liberal?

	<b>Total</b>
Fundamentalist.....	16
Evangelical .....	21
Charismatic/Pentecostal.....	11
Moderate to liberal.....	35
(Something else).....	4
(Don't know/refused) .....	13
(ref:RELIG3)	

Q.83 How often do you attend church -- every week, once or twice a month, several times a year, or hardly ever?

	<b>Total</b>
Every week .....	53
Once or twice a month.....	17
Several times a year .....	12
Hardly ever .....	14
(Never).....	2
(Don't know/Refused).....	2
(ref:RELIG2)	

[559 Respondents]

Q.84 In the 2000 election for President, did you vote for Democrat Al Gore, Republican George Bush, or Green Party candidate Ralph Nader?

	<b>Total</b>
Democrat Al Gore.....	43
Republican George Bush .....	52
Green Party candidate Ralph Nader.....	1
(Other candidate) .....	1
(Don't know/refused) .....	3
<b>Democrat Al Gore - Republican George Bush.....</b>	<b>-9</b>
(ref:VOTE2000)	

Q.85 In what year were you born?

	<b>Total</b>
18 - 24.....	5
25 - 29.....	6
30 - 34.....	6
35 - 39.....	10
40 - 44.....	9
45 - 49.....	10
50 - 54.....	10
55 - 59.....	10
60 - 64.....	11
Over 64 .....	23
(No answer) .....	1
(ref:AGE)	

Q.86 How many guns or rifles do you own?

	<b>Total</b>
None.....	38
1-2.....	17
3-9.....	27
10 or more.....	11
(Don't know/Refused).....	7
(ref:GUNS)	

Q.87 What racial or ethnic group best describes you?

	<b>Total</b>
White .....	83
African-American or Black .....	12
Hispanic or Latino .....	2
Native American.....	2
Asian.....	-
(Other) .....	1
(Don't know/refused) .....	0
(ref:RACETHN)	

[12 Respondents]

Q.88 Would you describe your Hispanic origin as Mexican, Puerto Rican, Cuban, Latin American, Central American, or Spanish?

	<b>Total</b>
Mexican .....	13
Puerto Rican.....	8
Cuban.....	-
Latin American .....	6
Central American.....	13
Spanish.....	49
(Other) .....	-
(Don't know/refused) .....	11
(ref:ORIGIN)	

Q.2 Record respondent's gender

	<b>Total</b>
Male .....	47
Female .....	53
(ref:GENDER)	