

**September 30, 2004**  
**1318 Likely Voters**  
**Margin of Error +/- 2.7%**

**FIRST PRESIDENTIAL DEBATE**  
**FREQUENCY QUESTIONNAIRE**

*poll conducted by Greenberg Quinlan Rosner Research and Knowledge Networks*

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Q.1 Were you able to vote in 2000 or for some reason were you unable to vote?

	<b>Pre</b>
Voted.....	95
Not registered in 2000/Ineligible/too young .....	4
Did not vote .....	1
Refused.....	-
(ref:VOTE00)	

Q.2 Were you able to vote in 2002 or for some reason were you unable to vote?

	<b>Pre</b>
Voted.....	87
Not registered in 2002/Ineligible/too young .....	4
Did not vote .....	10
Refused.....	0
(ref:VOTE02)	

Q.3 What are the chances of your voting in the election for President this year?

	<b>Pre</b>
Almost certain .....	98
Probably .....	2
50-50 .....	-
Will not vote .....	-
Refused.....	-
(ref:WILLVOTE)	

Q.4 How likely are you to watch first Preesidential debate on Thursday, September 30 at 9PM Eastern Time / 6 PM Pacific Time?

	<b>Pre</b>
Very likely .....	81
Somewhat likely .....	19
Not very likely .....	-
Not at all likely.....	-
Refused.....	-
(ref:LIKELY)	

Q.5 Thinking about tonight's debate between George Bush and John Kerry, who would you say won the debate?

	<b>Post</b>
George Bush .....	32
John Kerry .....	45
(Neither) .....	17
(Both) .....	6
(Don't know/Refused) .....	-
(ref:WINDBATE)	

Q.6 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>Pre</b>	<b>Post</b>
Right direction.....	43	46
Wrong track.....	56	53
(Don't know/refused) .....	0	0
<b>Right - Wrong</b> .....	<b>-13</b>	<b>-7</b>
(ref:DIRECT1)		

Q.7 Do you approve or disapprove of the way George Bush is handling his job as president?

	<b>Pre</b>	<b>Post</b>
Strongly approve .....	27	31
Somewhat approve .....	24	21
Somewhat disapprove .....	14	14
Strongly disapprove .....	35	34
Refused.....	-	0
<b>Total Approve</b> .....	<b>51</b>	<b>52</b>
<b>Total Disapprove</b> .....	<b>49</b>	<b>48</b>
<b>Approve - Disapprove</b> .....	<b>2</b>	<b>5</b>
(ref:BUSHJOB1)		

Q.8 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
8 The Republican Party				
Pre .....	52.5	44	36	99
Post.....	52.8	45	38	99
9 The Democratic Party				
Pre .....	52.3	43	37	99
Post.....	52.7	43	37	99
10 George W. Bush				
Pre .....	49.7	48	45	99
Post.....	52.1	49	44	99
11 John Kerry				
Pre .....	42.8	36	49	98
Post.....	49.6	44	44	98
12 The NRA, or National Rifle Association				
Pre .....	42.1	27	42	97
Post.....	40.7	27	45	98
13 Pro-life, anti-abortion groups				
Pre .....	44.8	31	44	97
Post.....	43.1	30	46	97

(ref:THERM1)

Q.14 And, on a scale of one to ten, with one meaning NOT AT ALL interested and ten meaning VERY INTERESTED, please tell me how interested you are in this year's elections?

	<b>Pre</b>	<b>Post</b>
1.....	-	0
2.....	-	-
3.....	0	0
4.....	0	0
5.....	1	1
6.....	2	1
7.....	4	3
8.....	10	10
9.....	14	15
10.....	67	70
Refused.....	0	0

(ref:INTEREST)

Q.15 Thinking about the elections in November, if the candidates for President were Republican George Bush, Democrat John Kerry and Independent Ralph Nader, for whom would you vote?

	<b>Pre</b>	<b>Post</b>
John Kerry.....	44	47
Lean John Kerry.....	2	1
George Bush.....	49	49
Lean George Bush.....	1	1
Ralph Nader.....	2	1
Lean Ralph Nader.....	0	0
Not sure.....	2	2
Refused.....	-	-
<b>Total John Kerry .....</b>	<b>46</b>	<b>48</b>
<b>Total George Bus h.....</b>	<b>50</b>	<b>50</b>
<b>Total Ralph Nader.....</b>	<b>2</b>	<b>1</b>
<b>John Kerry - George Bush.....</b>	<b>-4</b>	<b>-2</b>

(ref:VOTE3A)

Q.16 Even though you are not supporting Democrat John Kerry now, what are the chances that you might support Kerry in the election for President in November -- is there a fair chance that you might support him, a small chance, just a very slight chance or no chance at all that you might support him?

	<b>Pre</b>	<b>Post</b>
A fair chance.....	4	2
A small chance.....	4	4
Just a very slight chance.....	10	9
No chance at all.....	36	37
Refused.....	-	-
<b>Kerry Supporter.....</b>	<b>46</b>	<b>48</b>
(ref:KERRCHAN)		

Q.17 Even though you are not supporting Republican George Bush now, what are the chances that you might support Bush in the election for President in November -- is there a fair chance that you might support him, a small chance, just a very slight chance or no chance at all that you might support him?

	<b>Pre</b>	<b>Post</b>
A fair chance.....	2	2
A small chance.....	5	3
Just a very slight chance.....	7	6
No chance at all.....	37	39
Refused.....	-	-
<b>Bush Supporter.....</b>	<b>50</b>	<b>50</b>
(ref:BUSHCHAN)		

Q.18 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>Pre</b>	<b>Post</b>
Different direction strongly .....	46	45
Different direction somewhat .....	7	7
Bush direction not so strongly .....	12	7
Bush direction strongly .....	35	41
Refused.....	-	-
<b>Total Different direction.....</b>	<b>53</b>	<b>52</b>
<b>Total Bush direction.....</b>	<b>47</b>	<b>48</b>
<b>Different direction - Bush direction.....</b>	<b>6</b>	<b>4</b>
(ref:BUSHDIR1)		

Q.19 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	Too Well	Well At all	DK/ Ref	Total Well	Total Not Well
19 Cares about people like you							
<b>Pre</b> .....	26	23	18	33	0	<b>49</b>	<b>51</b>
<b>Post</b> .....	30	22	18	29	0	<b>52</b>	<b>48</b>
20 Honest and trustworthy							
<b>Pre</b> .....	30	22	19	29	0	<b>52</b>	<b>48</b>
<b>Post</b> .....	36	20	20	25	0	<b>55</b>	<b>44</b>
21 Strong leader							
<b>Pre</b> .....	35	24	20	21	0	<b>59</b>	<b>41</b>
<b>Post</b> .....	38	22	20	20	1	<b>60</b>	<b>40</b>
22 Has good plans for the economy							
<b>Pre</b> .....	15	29	22	33	0	<b>44</b>	<b>55</b>
<b>Post</b> .....	19	28	21	32	0	<b>47</b>	<b>53</b>
23 Has good plans for Iraq							
<b>Pre</b> .....	15	29	18	38	0	<b>44</b>	<b>56</b>
<b>Post</b> .....	22	26	17	35	0	<b>48</b>	<b>52</b>
24 Offers a hopeful vision of the future							
<b>Pre</b> .....	23	28	19	29	0	<b>51</b>	<b>49</b>
<b>Post</b> .....	30	23	22	25	0	<b>53</b>	<b>46</b>
25 Is making America safer and more secure							
<b>Pre</b> .....	28	26	20	26	0	<b>54</b>	<b>46</b>
<b>Post</b> .....	33	21	22	23	0	<b>54</b>	<b>45</b>
26 Gives me confidence when I see him							
<b>Pre</b> .....	26	23	15	36	0	<b>49</b>	<b>51</b>
<b>Post</b> .....	32	18	15	35	0	<b>50</b>	<b>50</b>
27 Likeable							
<b>Pre</b> .....	32	33	19	15	1	<b>65</b>	<b>34</b>
<b>Post</b> .....	36	31	17	15	1	<b>67</b>	<b>33</b>

(ref:BUSHPOS1)

Q.28 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	Too Well	Well At all	DK/Ref	Total Well	Total Not Well
28 Misled the country on many important issues							
<b>Pre</b> .....	37	14	24	24	0	<b>52</b>	<b>48</b>
<b>Post</b> .....	34	16	21	29	0	<b>50</b>	<b>50</b>
29 Too ready to go to war							
<b>Pre</b> .....	41	20	22	17	0	<b>60</b>	<b>39</b>
<b>Post</b> .....	39	19	22	20	0	<b>58</b>	<b>42</b>
30 Being too negative in his campaign							
<b>Pre</b> .....	23	23	32	22	0	<b>46</b>	<b>54</b>
<b>Post</b> .....	21	23	30	26	0	<b>44</b>	<b>56</b>

(ref:BUSHNEG1)

Q.31 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	Too Well	Well At all	DK/Ref	Total Well	Total Not Well
31 Cares about people like you							
<b>Pre</b> .....	16	35	24	25	0	<b>51</b>	<b>49</b>
<b>Post</b> .....	22	37	22	19	0	<b>59</b>	<b>41</b>
32 Honest and trustworthy							
<b>Pre</b> .....	15	32	24	29	0	<b>47</b>	<b>53</b>
<b>Post</b> .....	21	32	23	23	0	<b>53</b>	<b>46</b>
33 Strong leader							
<b>Pre</b> .....	11	32	29	28	1	<b>43</b>	<b>56</b>
<b>Post</b> .....	21	31	24	24	0	<b>52</b>	<b>48</b>
34 Has good plans for the economy							
<b>Pre</b> .....	14	36	27	23	0	<b>50</b>	<b>50</b>
<b>Post</b> .....	17	36	27	19	0	<b>53</b>	<b>46</b>
35 Has good plans for Iraq							
<b>Pre</b> .....	6	32	32	30	1	<b>38</b>	<b>61</b>
<b>Post</b> .....	17	32	27	23	0	<b>49</b>	<b>50</b>
36 Offers a hopeful vision of the future							
<b>Pre</b> .....	17	34	25	24	1	<b>51</b>	<b>49</b>
<b>Post</b> .....	24	35	22	20	0	<b>59</b>	<b>41</b>
37 Will make America safer and more secure							
<b>Pre</b> .....	9	33	28	29	0	<b>42</b>	<b>57</b>
<b>Post</b> .....	17	35	24	23	0	<b>52</b>	<b>48</b>
38 Gives me confidence when I see him							
<b>Pre</b> .....	11	28	26	35	0	<b>39</b>	<b>61</b>
<b>Post</b> .....	19	29	23	29	0	<b>48</b>	<b>52</b>
39 Likeable							
<b>Pre</b> .....	13	36	29	23	0	<b>48</b>	<b>51</b>
<b>Post</b> .....	19	39	23	19	0	<b>58</b>	<b>42</b>

(ref:KERRPOS1)

Q.40 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	Too Well	Well At all	DK/ Ref	Total Well	Total Not Well
40 Flip-flops on important issues							
<b>Pre</b> .....	39	19	26	15	1	<b>58</b>	<b>41</b>
<b>Post</b> .....	38	16	23	22	0	<b>55</b>	<b>45</b>
41 Not strong enough on security and defense issues							
<b>Pre</b> .....	30	24	29	17	0	<b>54</b>	<b>46</b>
<b>Post</b> .....	26	24	24	26	0	<b>50</b>	<b>50</b>

(ref:KERRNEG1)

Q.42 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.

	Kerry Much Btr	Kerry Smwt Btr	Bush Smwt Btr	Bush Much Btr	Neither Both	DK/ Ref	Total Kerry	Total Bush	Kerry - Bush
42 The economy									
<b>Pre</b> .....	24	22	17	25	7	6	<b>46</b>	<b>41</b>	<b>4</b>
<b>Post</b> .....	27	20	15	26	9	4	<b>47</b>	<b>40</b>	<b>6</b>
43 Foreign policy									
<b>Pre</b> .....	27	18	14	32	5	4	<b>45</b>	<b>46</b>	<b>-1</b>
<b>Post</b> .....	31	15	13	32	5	2	<b>46</b>	<b>46</b>	<b>0</b>
44 The war on terrorism									
<b>Pre</b> .....	15	21	9	42	7	5	<b>36</b>	<b>52</b>	<b>-16</b>
<b>Post</b> .....	23	19	9	41	6	3	<b>41</b>	<b>49</b>	<b>-8</b>
45 Iraq									
<b>Pre</b> .....	18	22	11	36	3	10	<b>39</b>	<b>46</b>	<b>-7</b>
<b>Post</b> .....	26	19	10	38	2	4	<b>45</b>	<b>48</b>	<b>-4</b>
46 Homeland security									
<b>Pre</b> .....	14	20	11	40	10	5	<b>34</b>	<b>51</b>	<b>-17</b>
<b>Post</b> .....	21	19	11	38	7	3	<b>41</b>	<b>49</b>	<b>-8</b>
47 Education									
<b>Pre</b> .....	24	20	16	22	13	4	<b>44</b>	<b>38</b>	<b>6</b>
<b>Post</b> .....	25	20	14	23	14	4	<b>45</b>	<b>37</b>	<b>8</b>

	Kerry Much Btrr	Kerry Smwt Btrr	Bush Smwt Btrr	Bush Much Btrr	Both	Nei- ther	DK/ Ref	Total Kerry	Total Bush	Kerry -
48 Making America respected in the world										
<b>Pre</b> .....	30	18	13	28	6	5	0	<b>48</b>	<b>41</b>	<b>7</b>
<b>Post</b> .....	35	14	11	30	5	4	0	<b>49</b>	<b>42</b>	<b>7</b>
49 Has clear plans on what he wants to achieve										
<b>Pre</b> .....	15	19	13	37	9	8	0	<b>33</b>	<b>50</b>	<b>-16</b>
<b>Post</b> .....	26	16	9	37	8	2	1	<b>43</b>	<b>47</b>	<b>-4</b>
50 Being on your side										
<b>Pre</b> .....	25	19	13	29	6	8	1	<b>44</b>	<b>42</b>	<b>2</b>
<b>Post</b> .....	27	17	12	32	6	5	1	<b>44</b>	<b>44</b>	<b>1</b>
51 Raising middle class living standards										
<b>Pre</b> .....	26	22	16	23	6	7	0	<b>48</b>	<b>39</b>	<b>9</b>
<b>Post</b> .....	28	20	14	24	7	6	0	<b>48</b>	<b>38</b>	<b>10</b>

(ref:BETJOB1)

**Demographic composition**

Gender

	<b>Total</b>
Male .....	48
Female .....	52
(ref:GENDER)	

Age

	<b>Total</b>
18 - 24 .....	5
25 - 29 .....	8
30 - 34 .....	7
35 - 39 .....	10
40 - 44 .....	12
45 - 49 .....	10
50 - 54 .....	10
55 - 59 .....	11
60 - 64 .....	7
Over 64.....	19
(ref:AGE)	

Education

	<b>Total</b>
Less than high school.....	6
H.S. Degree.....	24
Some college .....	28
Bachelor's degree.....	27
Post Graduate.....	14
(ref:PPEDUC)	

Race

	<b>Total</b>
White, Non-Hispanic .....	80
Black, Non-Hispanic .....	10
Other, Non-Hispanic .....	3
Hispanic .....	7
(ref:PPETH)	

## Income

	<b>Total</b>
Less than \$5,000.....	1
\$5,000 to \$7,499.....	2
\$7,500 to \$9,999.....	2
\$10,000 to \$12,499.....	3
\$12,500 to \$14,999.....	3
\$15,000 to \$19,999.....	4
\$20,000 to \$24,999.....	6
\$25,000 to \$29,999.....	6
\$30,000 to \$34,999.....	7
\$35,000 to \$39,999.....	9
\$40,000 to \$49,999.....	11
\$50,000 to \$59,999.....	11
\$60,000 to \$74,999.....	12
\$75,000 to \$84,999.....	6
\$85,000 to \$99,999.....	7
\$100,000 to \$124,999.....	6
\$125,000 to \$149,999.....	3
\$150,000 to \$174,999.....	1
\$175,000 or more.....	1
(ref:PPINCIMP)	

## Marital

	<b>Total</b>
Married.....	62
Single (never married).....	20
Divorced.....	11
Widowed.....	5
Separated.....	2
(ref:PPMARIT)	

## Employment status

	<b>Total</b>
I work as a paid employee.....	45
I am self-employed.....	8
I am an owner/partner in small business, prof practice, farm.....	3
I work at least 15 hrs/wk w/o pay in family business/farm.....	1
I am unemployed, temporarily laid off, but looking for work.....	3
I am retired.....	21
I am disabled.....	6
I am a homemaker.....	11
Other.....	3
(ref:PPWORK)	

Union membership

	<b>Total</b>
Union member.....	14
Household member (respondent not member).....	8
No member belongs .....	78
Refused.....	-
(ref:UNION)	

Religion

	<b>Total</b>
Protestant.....	51
Catholic .....	25
Jewish.....	3
Other/None/Refused.....	21
(ref:RELIG1)	

Protestant probe

	<b>Total</b>
Fundamentalist.....	13
Evangelical .....	25
Charismatic/Pentecostal.....	7
Moderate to liberal.....	41
Something else .....	13
Refused.....	1
(ref:RELIG2)	

Church attendance

	<b>Total</b>
Every week.....	37
Once or twice a month .....	12
Several times a year.....	15
Hardly ever .....	25
Never.....	11
Refused.....	0
(ref:RELIG3)	

2000 Presidential Vote

	<b>Total</b>
Democrat Al Gore .....	44
Republican George Bush.....	49
Green Party candidate Ralph Nader .....	3
Someone else .....	2
Refused.....	2
(ref:VOTE2000)	

Gun ownership

	<b>Total</b>
None.....	64
1-2.....	19
3-9.....	14
10 or more.....	3
Refused.....	1
(ref:GUNS)	

Party Affiliation

	<b>Total</b>
Strong Republican.....	20
Not Strong Republican.....	15
Leans Republican.....	9
Undecided/Independent/Other.....	11
Leans Democrat.....	12
Not Strong Democrat.....	11
Strong Democrat.....	21
(ref:PARTYID7)	

Ideology

	<b>Total</b>
Extremely liberal.....	3
Liberal.....	12
Slightly liberal.....	10
Moderate, middle of the road.....	32
Slightly conservative.....	16
Conservative.....	22
Extremely conservative.....	4
(ref:IDEOLOGY)	