

2004

What Happened

**Institute for America's Future
Democracy Corps**

November 5, 2004

**GREENBERG
QUINLAN
ROSNER
RESEARCH INC**



INSTITUTE FOR AMERICA'S FUTURE

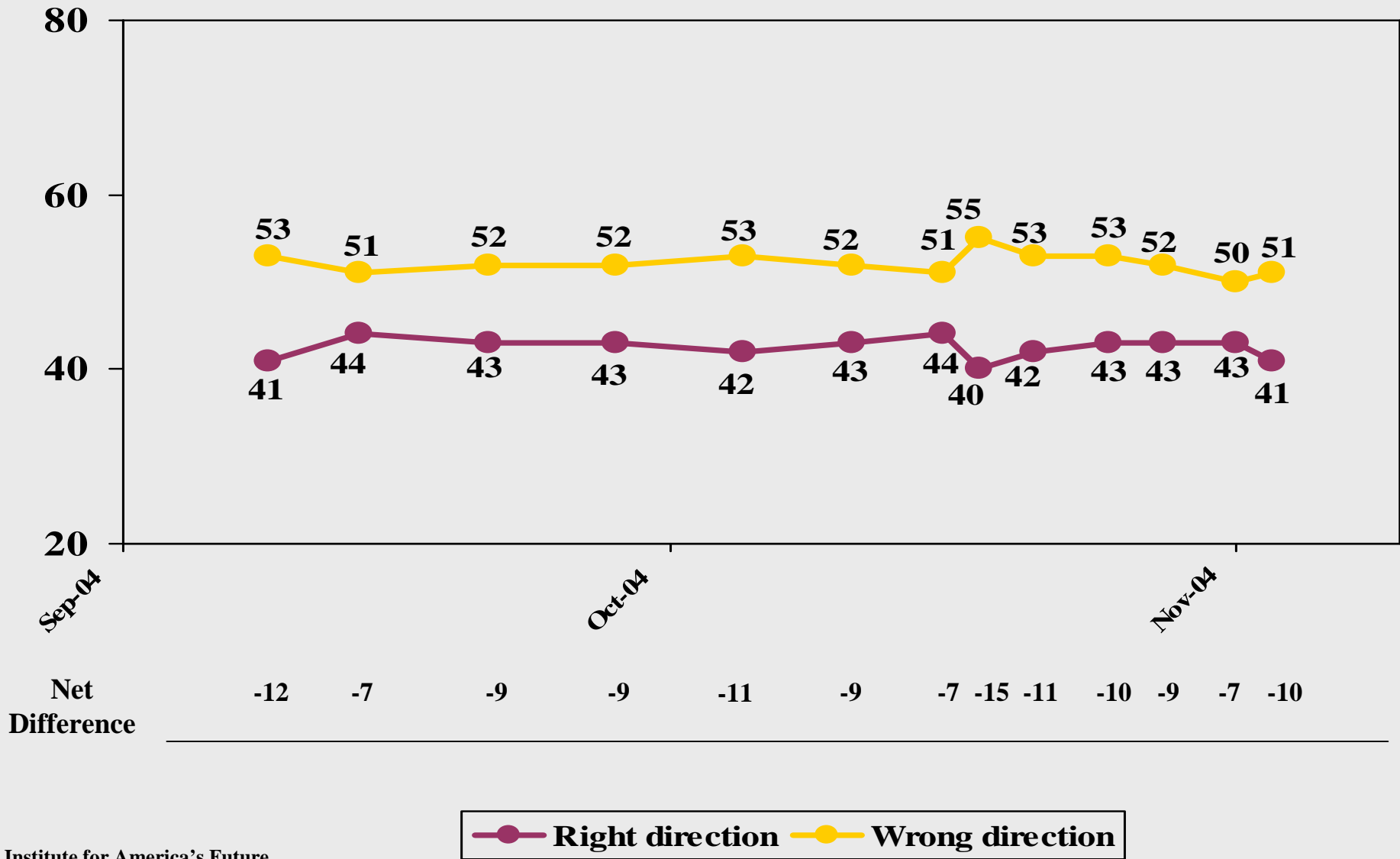




The Change Election?



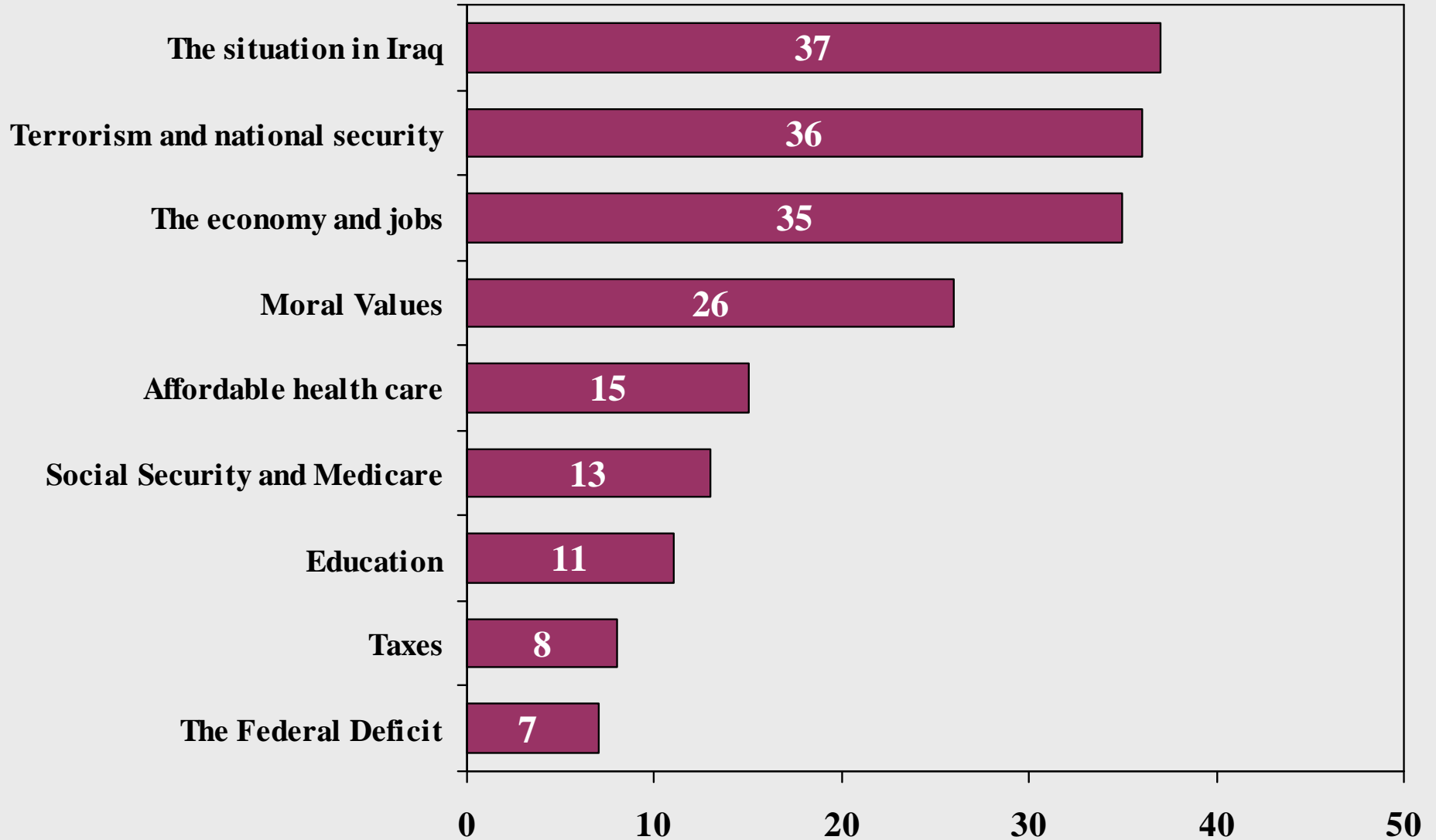
Country Direction 2004





Most Important Issues in Vote

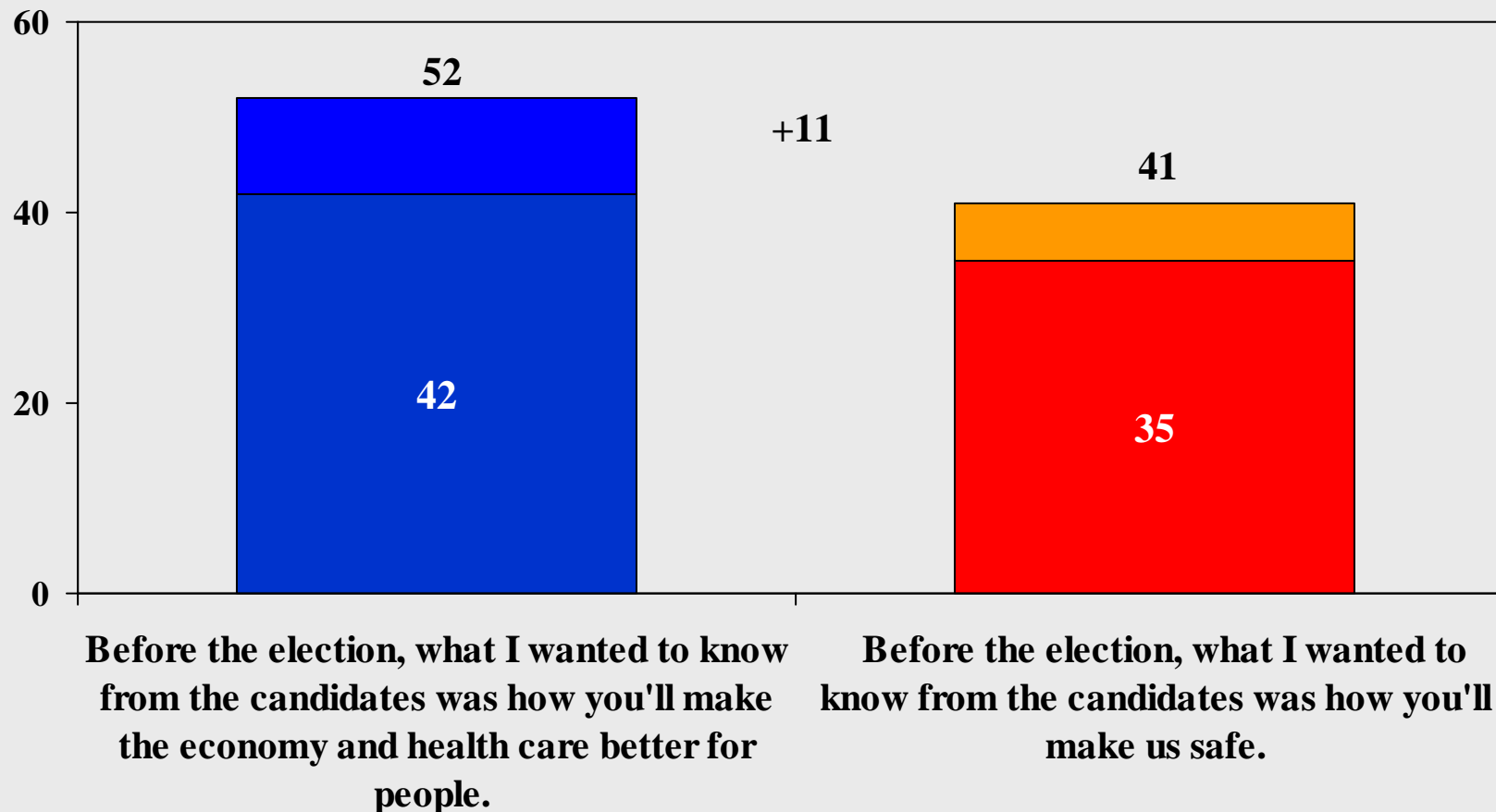
Top Two Issues





Economy or Safety Election

Closing Information for Choice

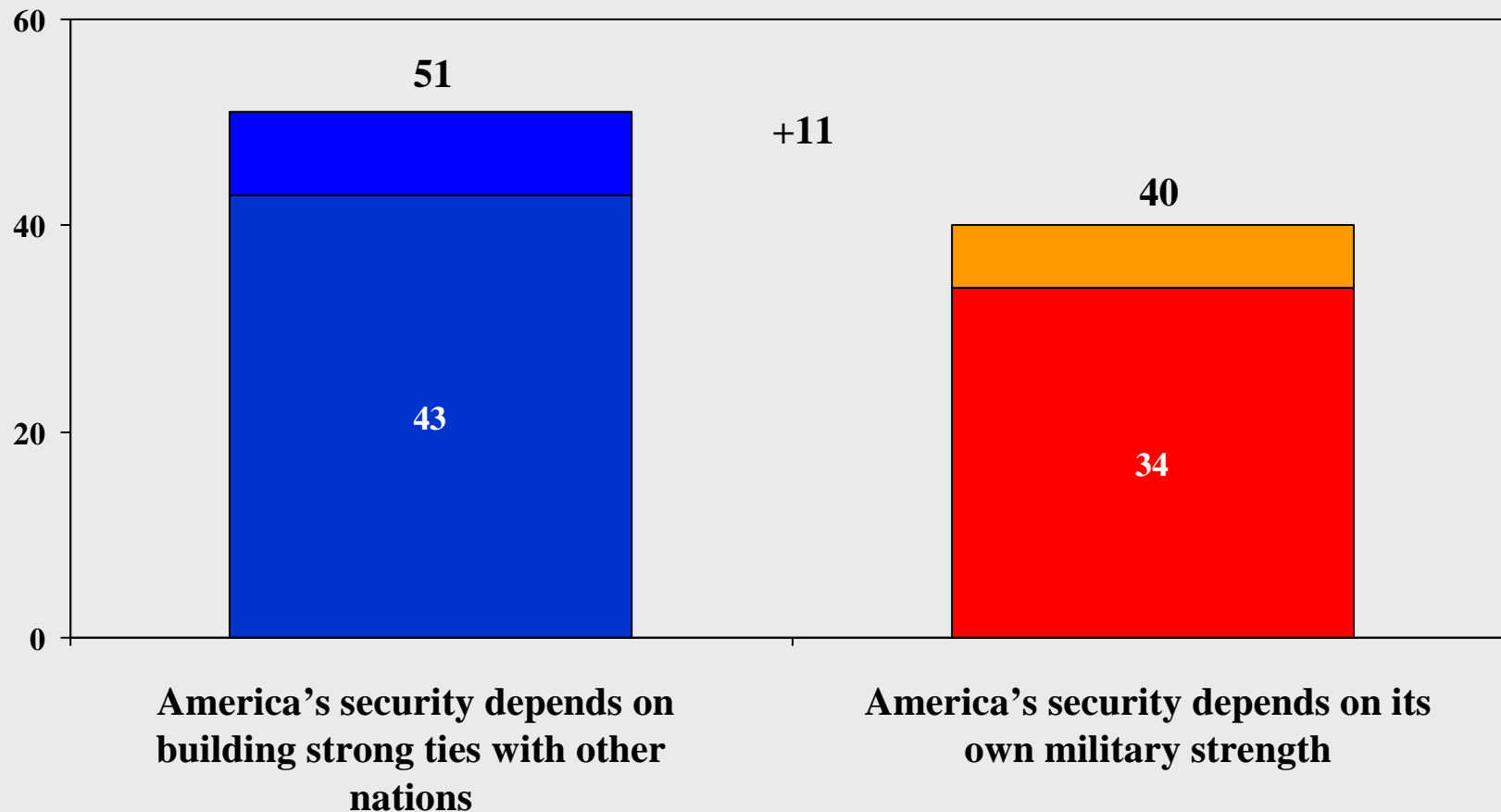


■ 1st Statement- Strongly ■ 2nd Statement- Strongly
■ 1st Statement- Not so strongly ■ 2nd Statement- Not so strongly



America's Security

Engage vs. Military

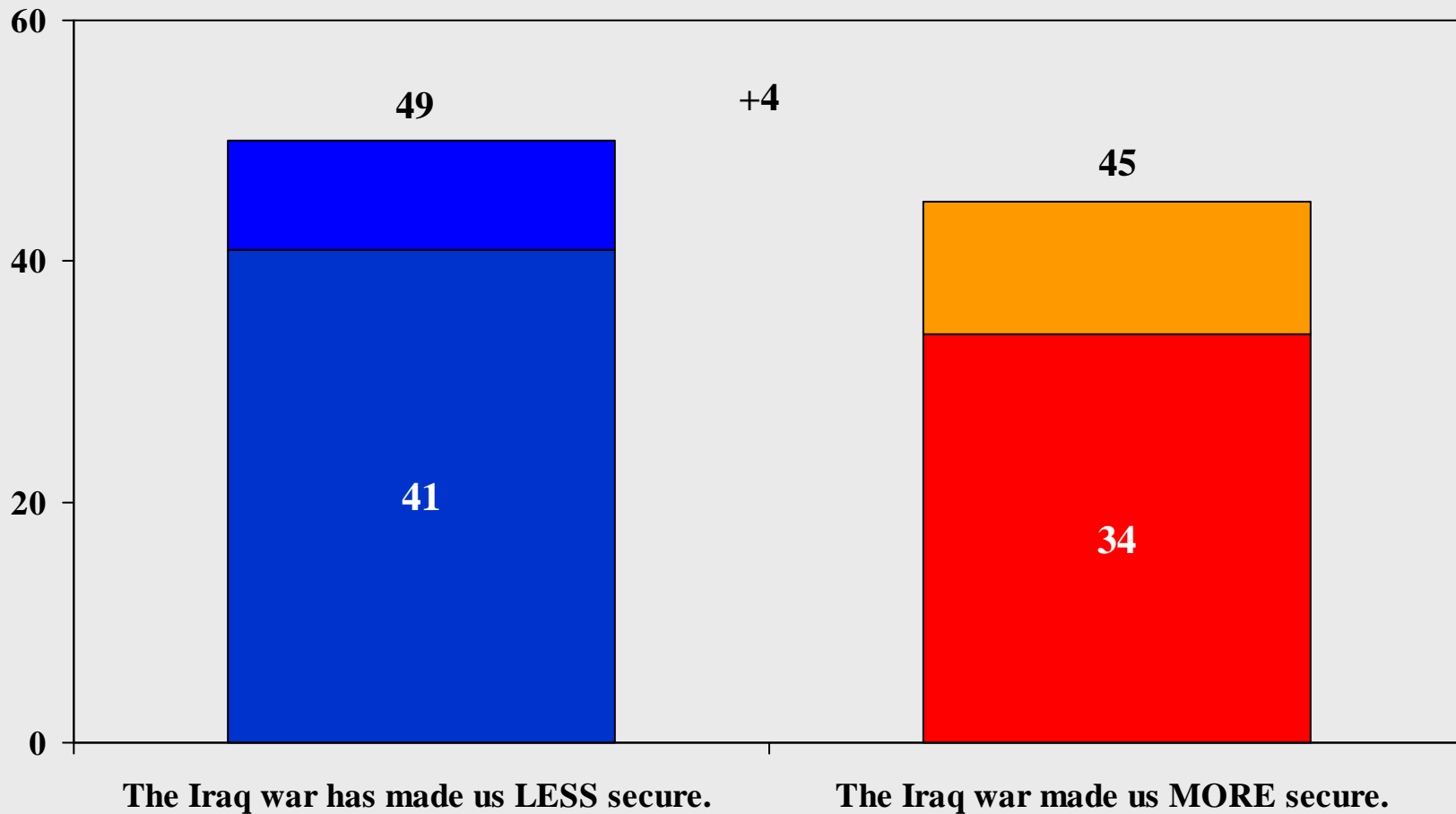


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“Now I'm going to read you some pairs of statements. As I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right.”



Iraq : More or Less Secure

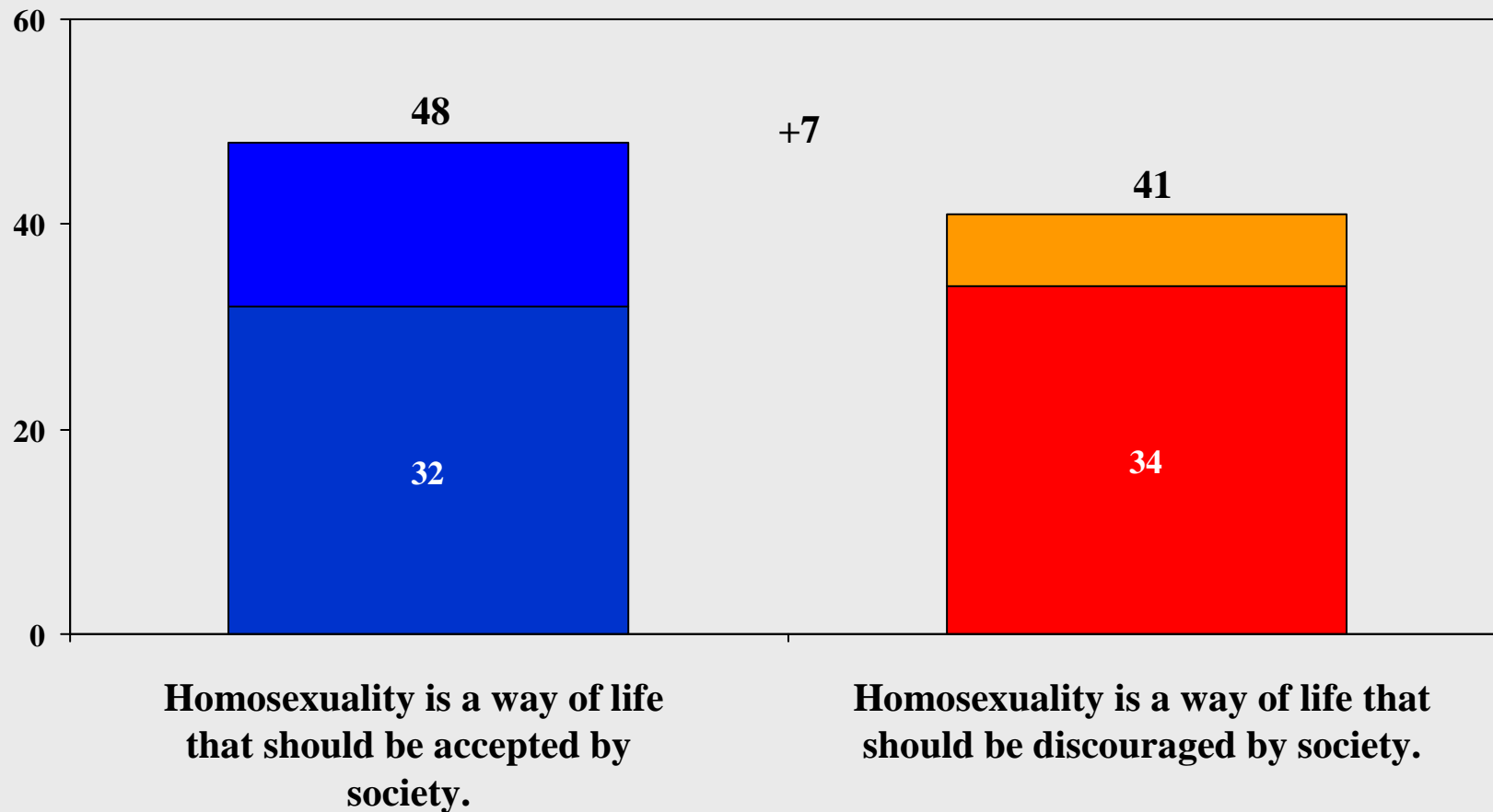


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Homosexuality

Accept or Discourage



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■ 1st Statement- Not so strongly ■ 2nd Statement- Not so strongly

“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.”



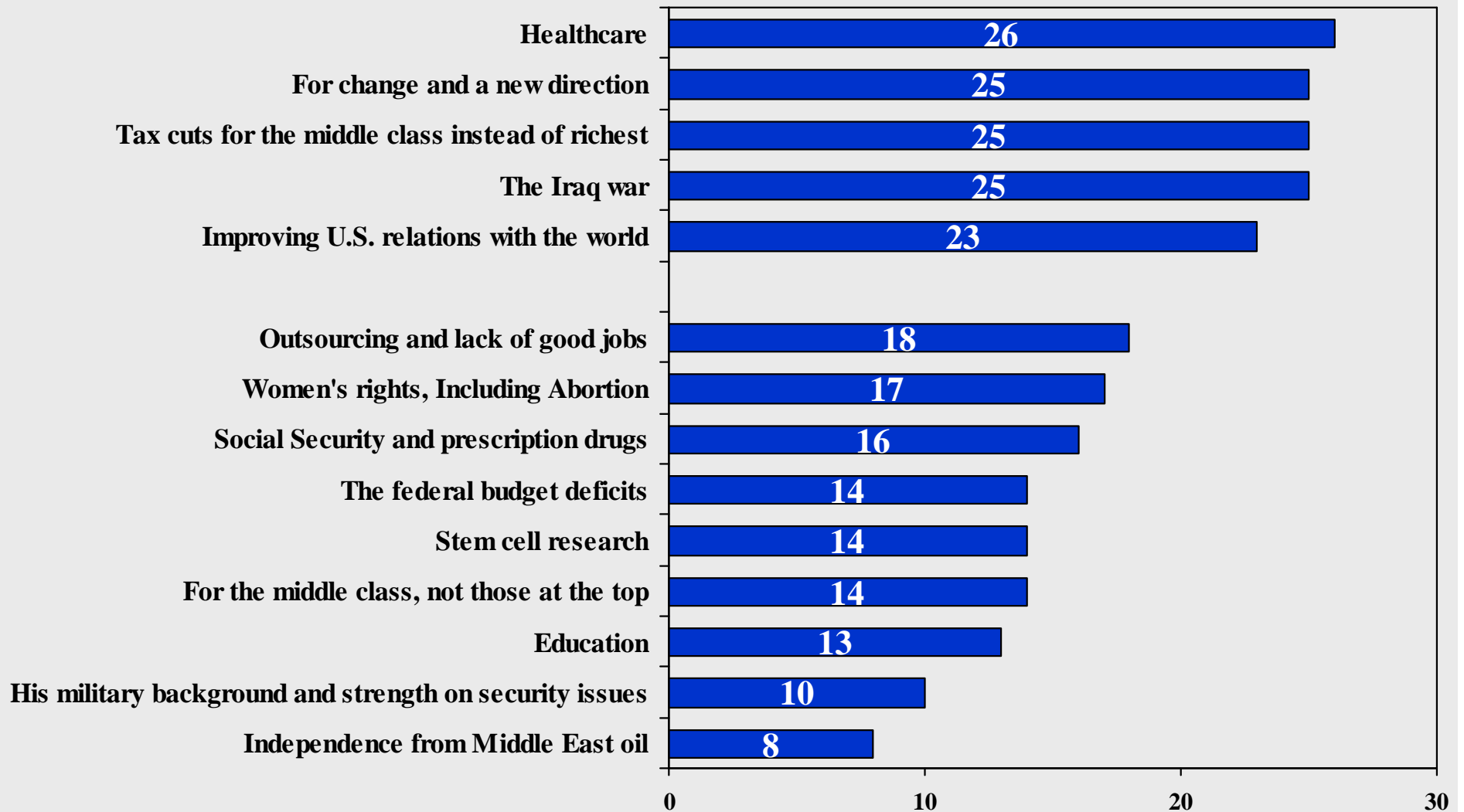
John Kerry

Reasons to Support or Oppose



Reasons to Vote for Kerry

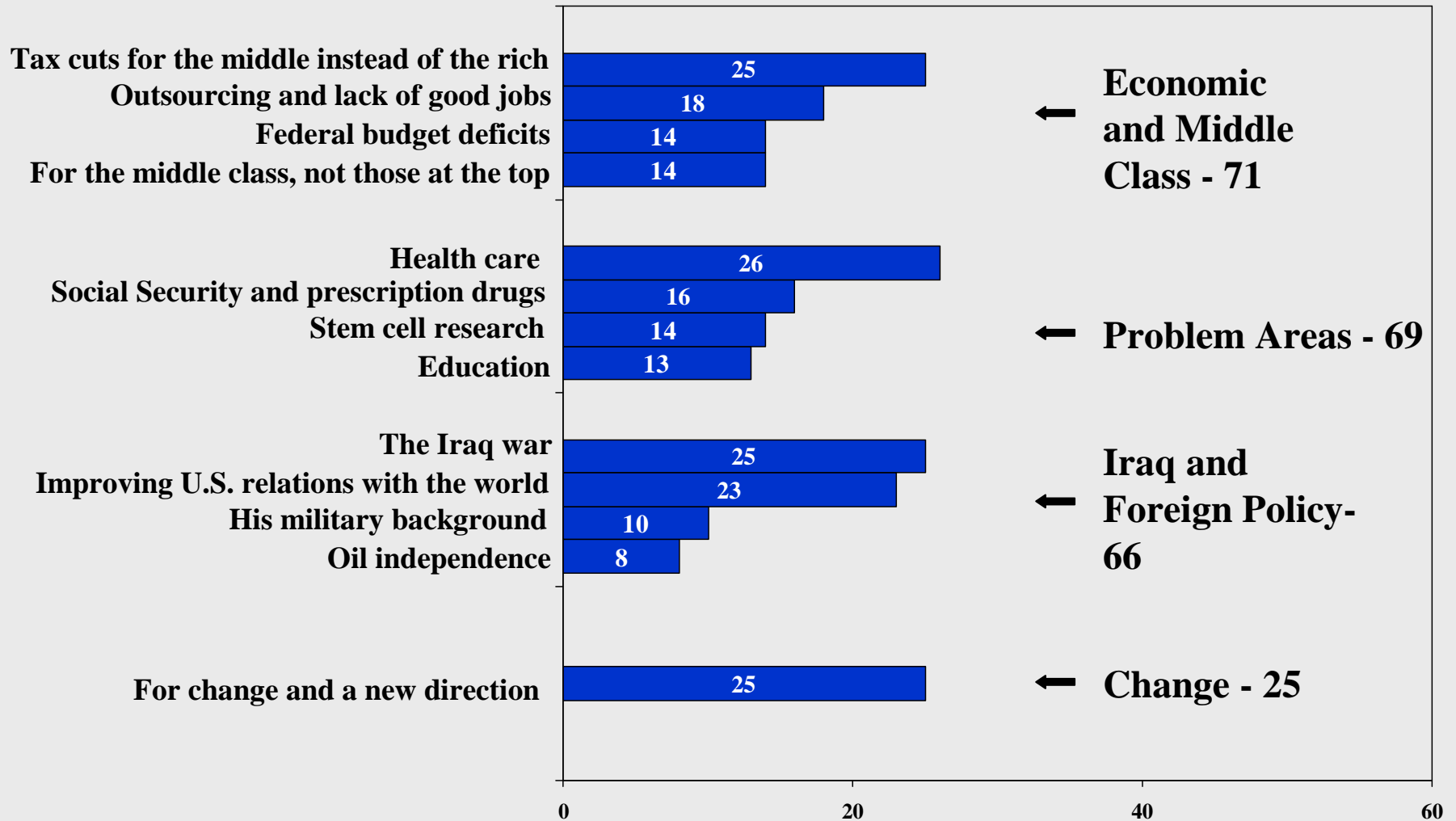
Top Three Reasons





Reasons to Vote for Kerry

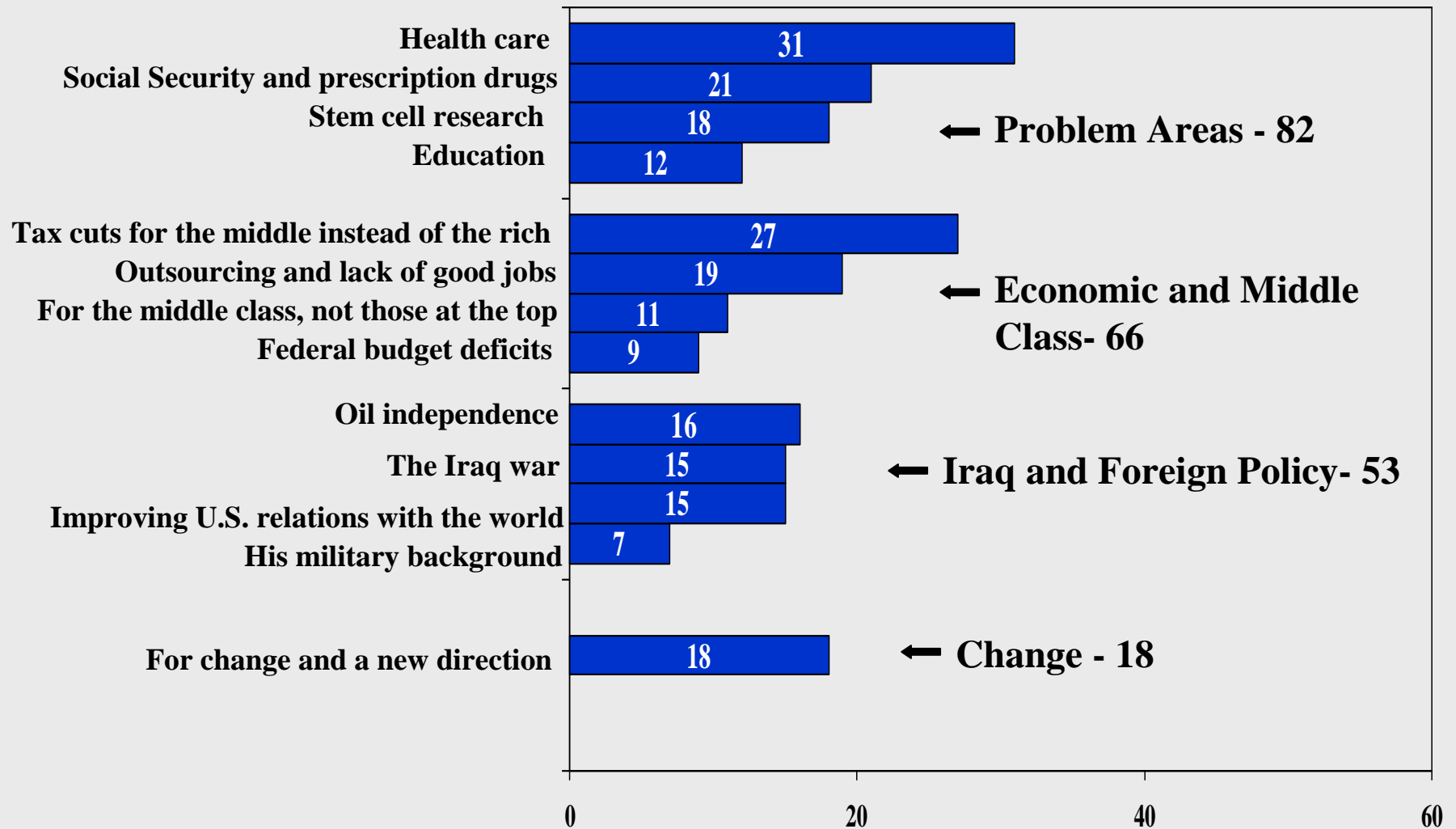
Areas of Support





Reasons to Vote for Kerry

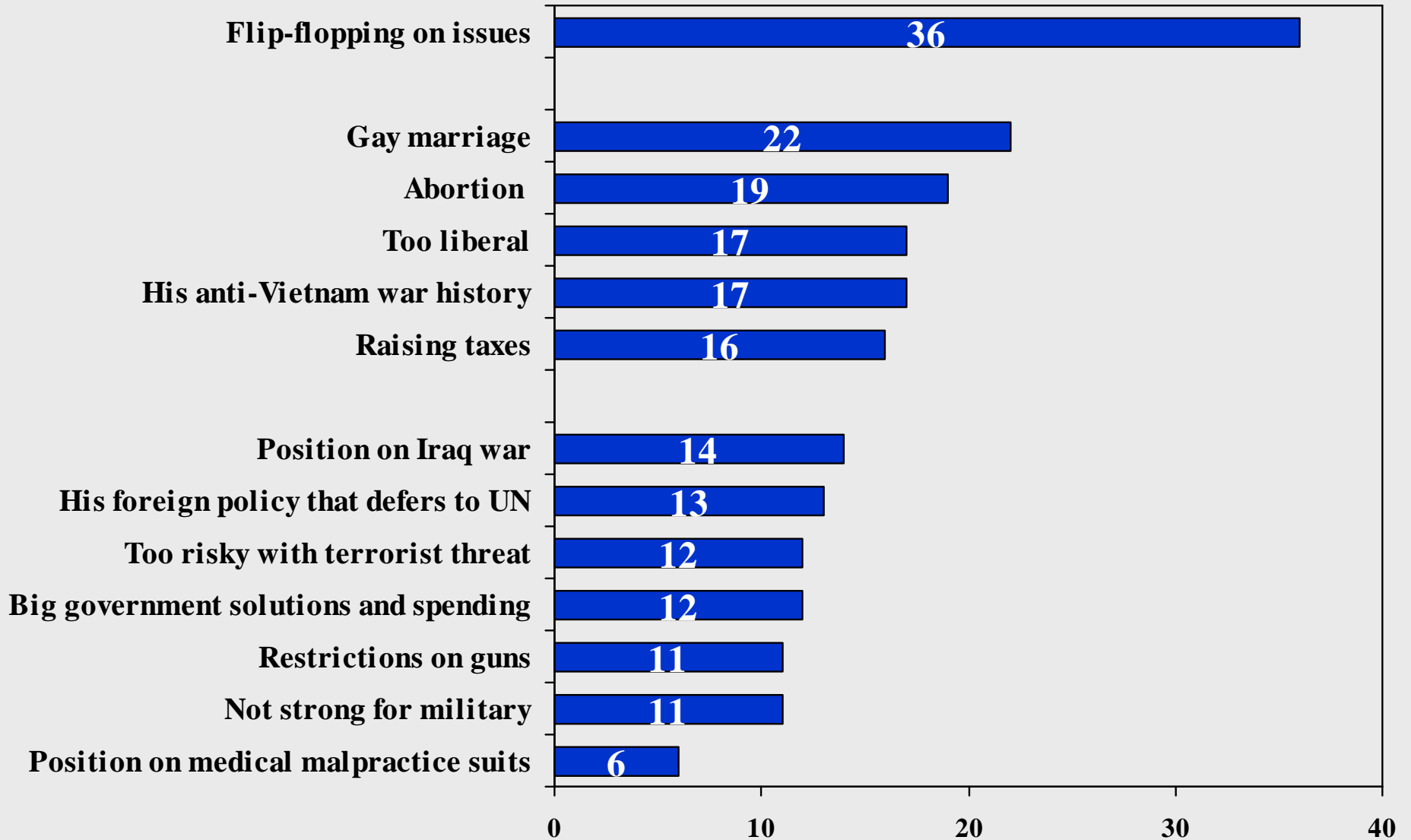
Bush Waverers





Doubts About Kerry

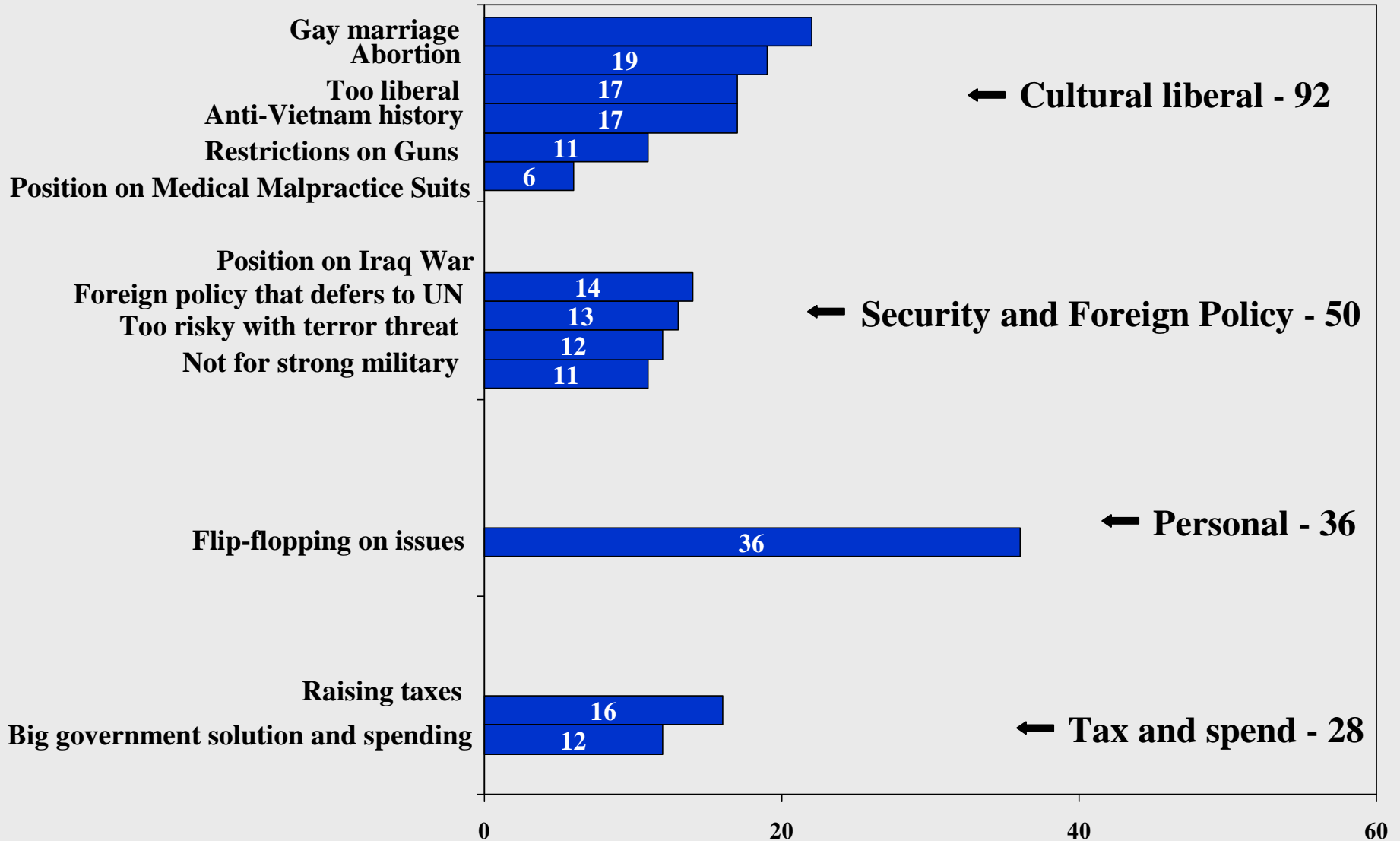
Top Three Reasons not to vote for him





Doubts About Kerry

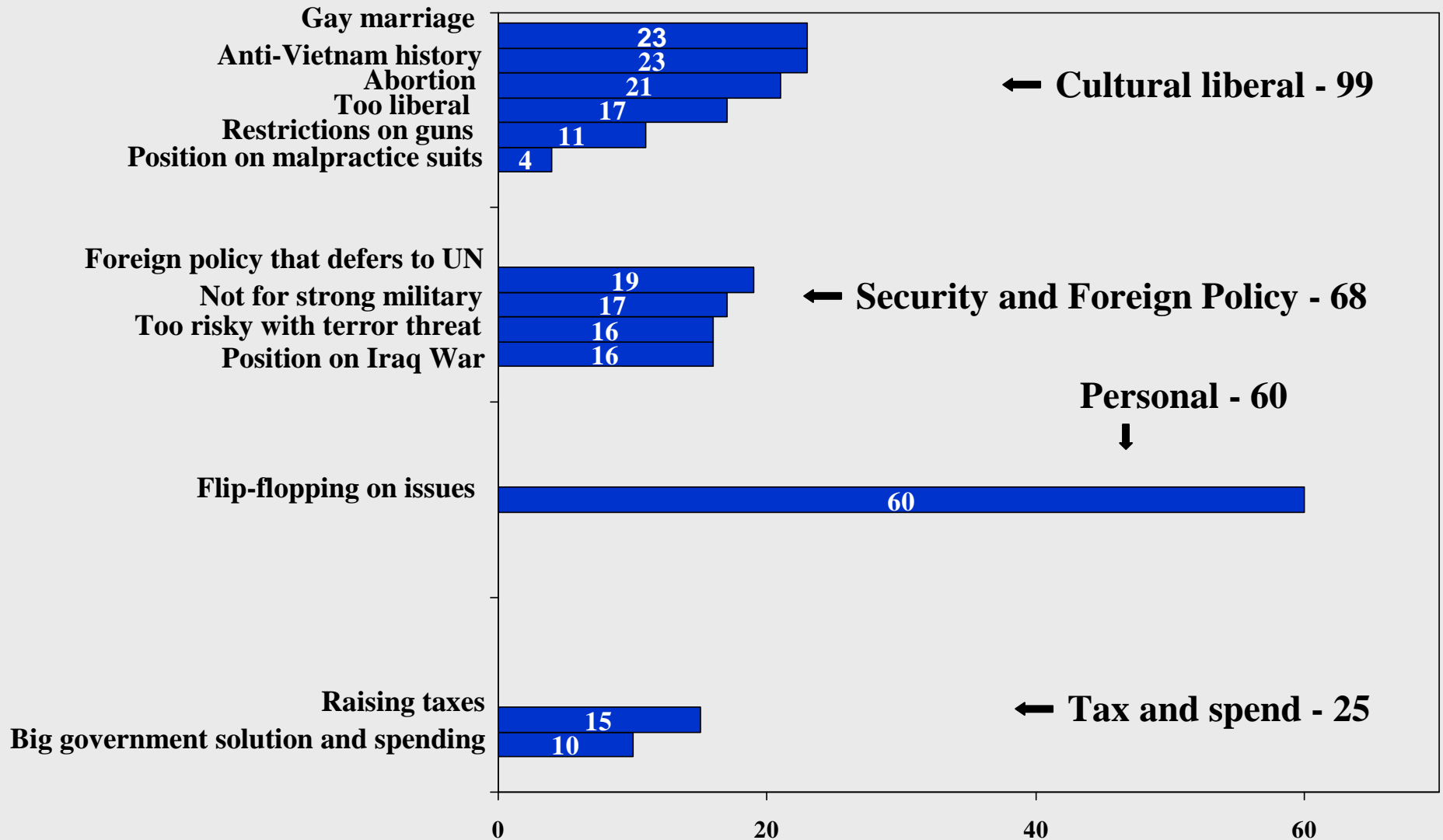
Overall





Doubts about Kerry

Bush Waverers



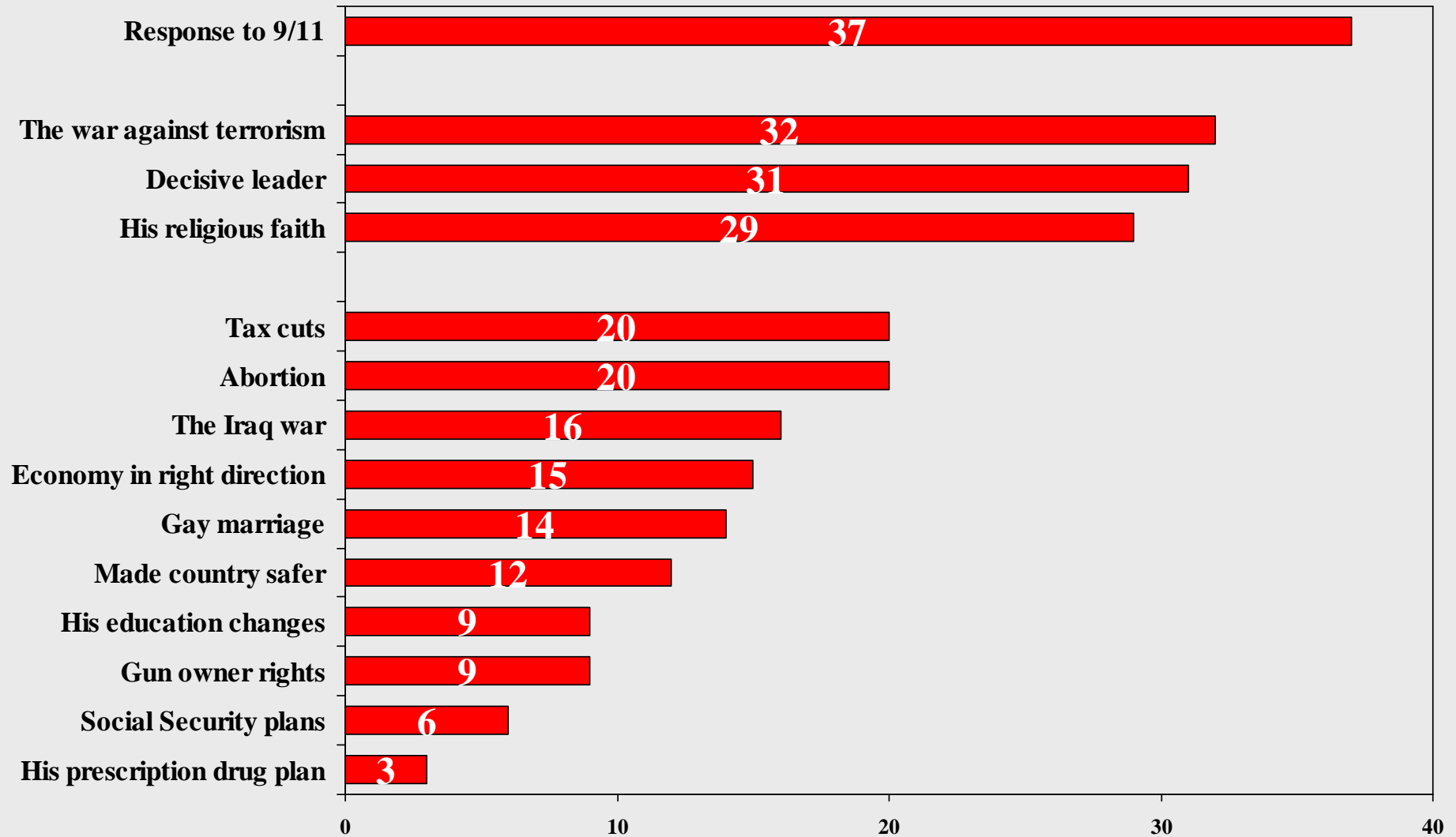


Reasons to Support and Oppose Bush



Reasons to Vote for Bush

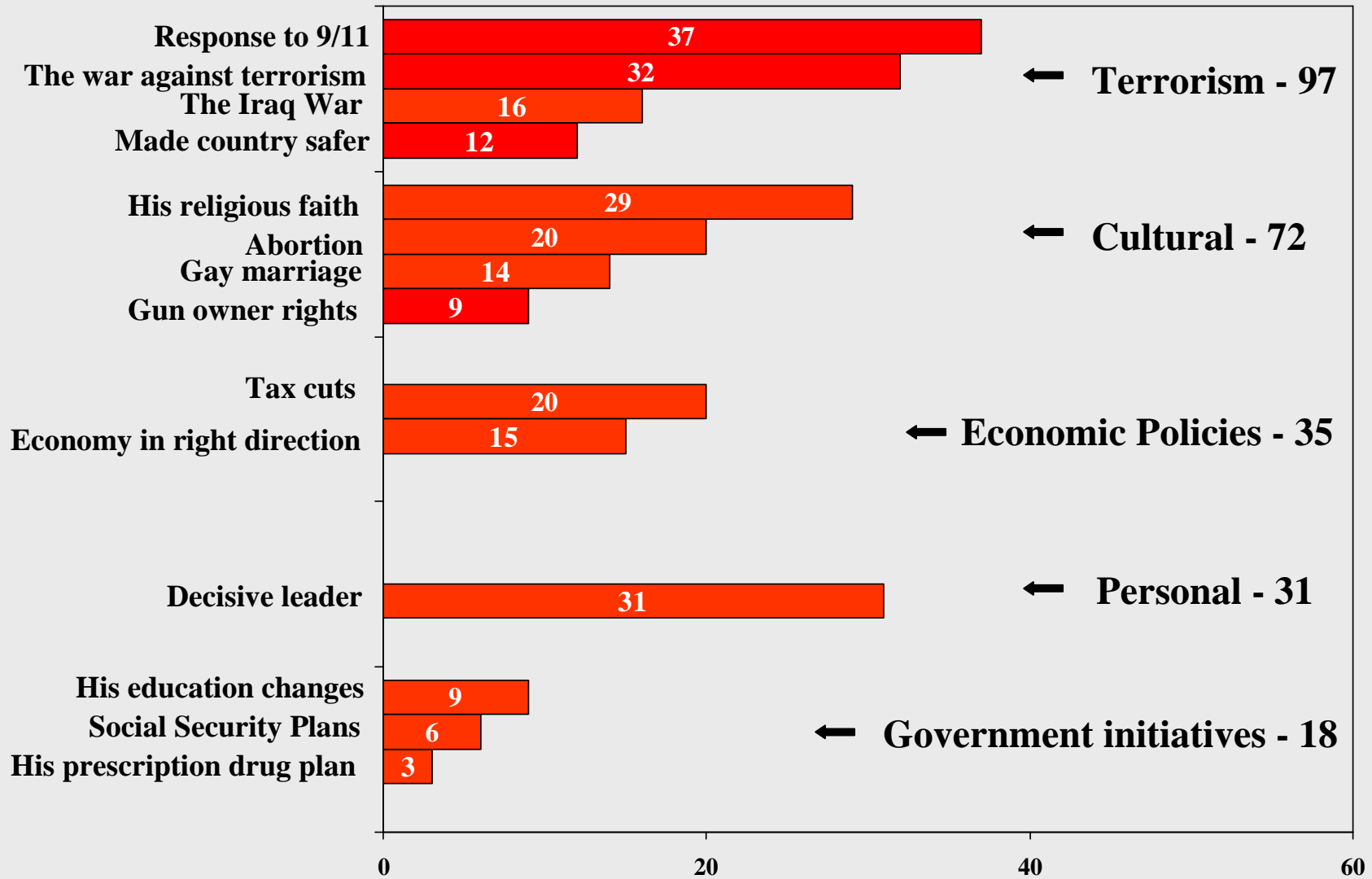
Top Three Reasons to vote for him





Reasons to Vote for Bush

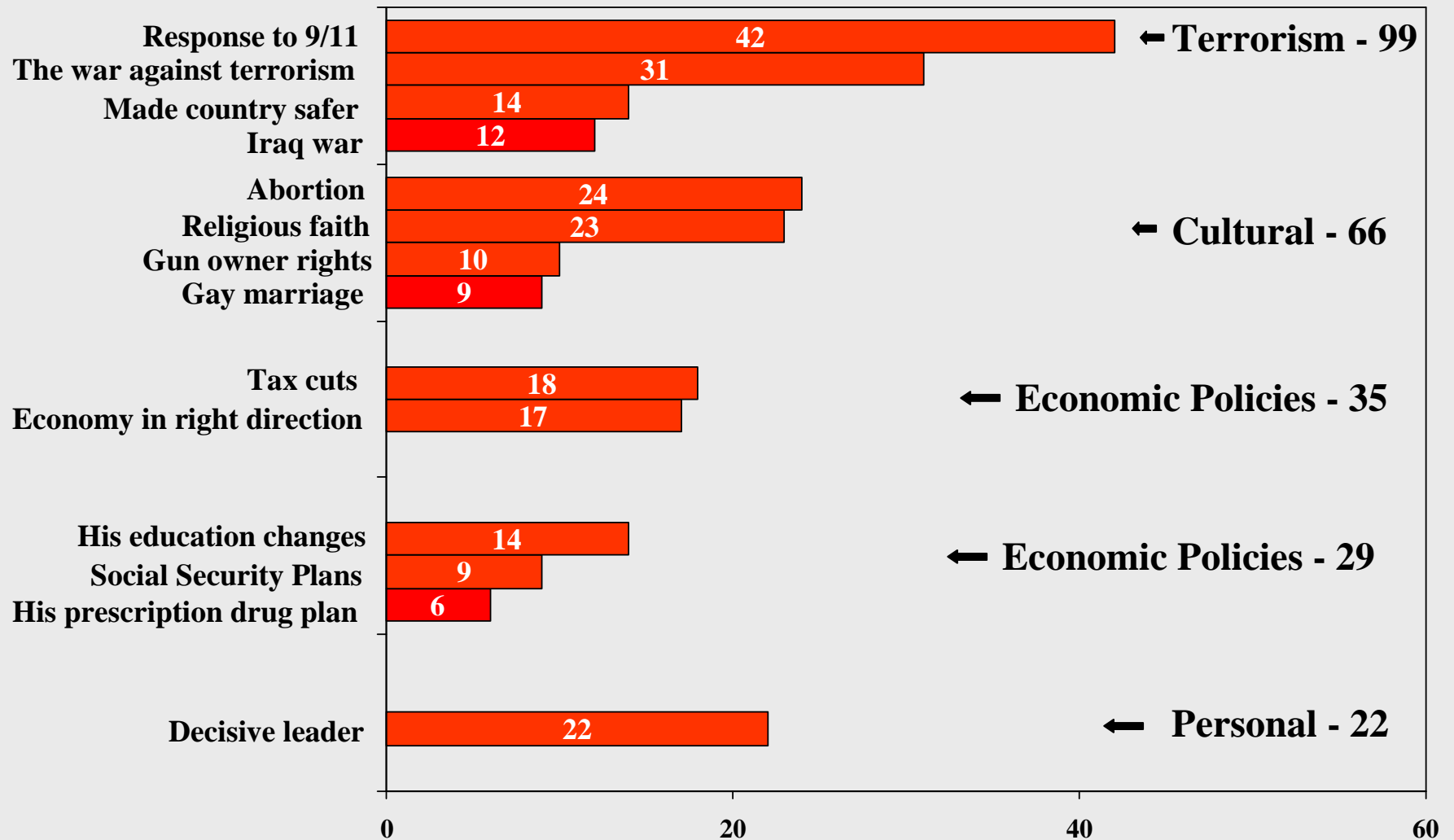
Areas of Support





Reasons to Vote for Bush

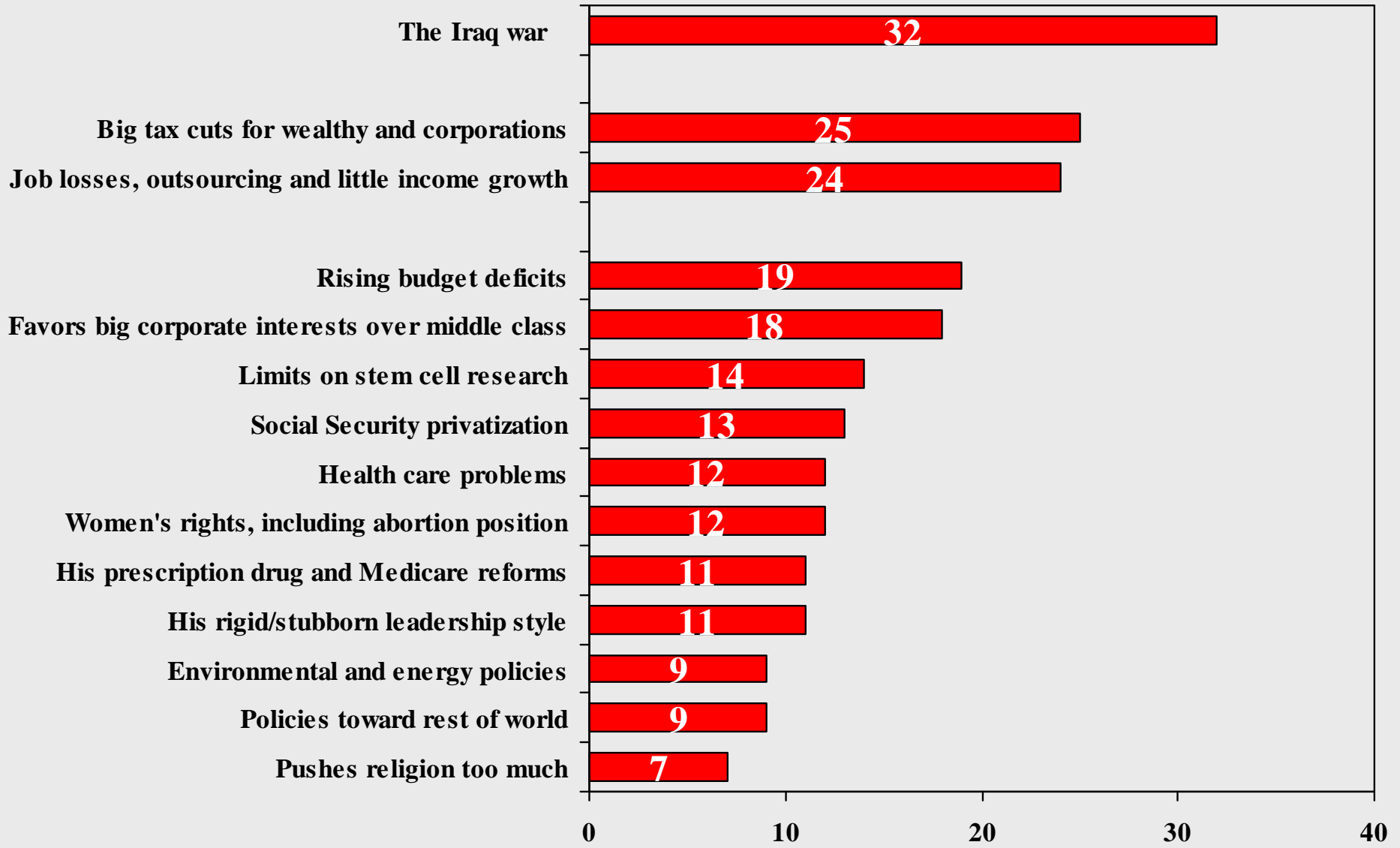
Bush Waverers





Doubts About Bush

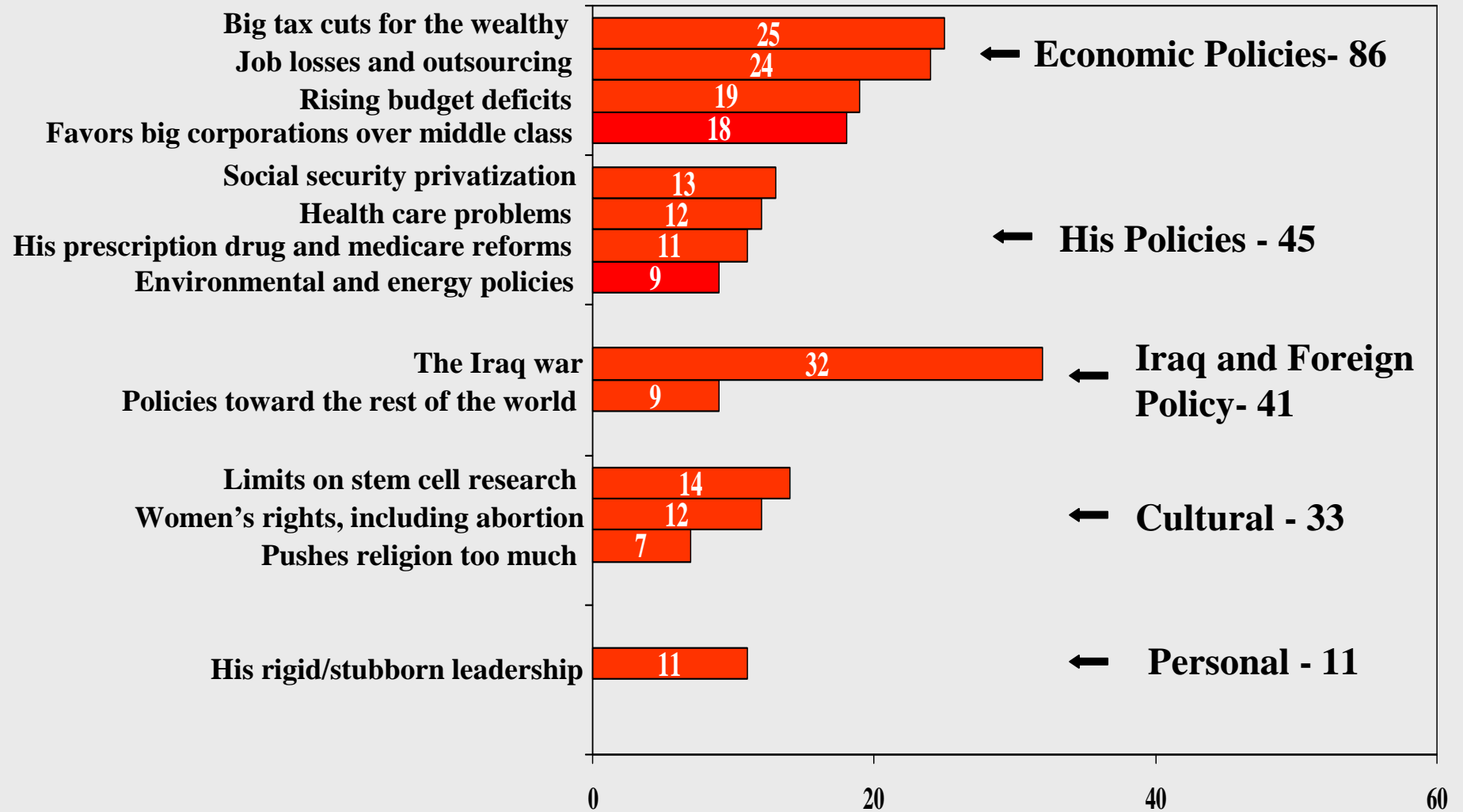
Top Three Reasons not to vote for him





Doubts About Bush

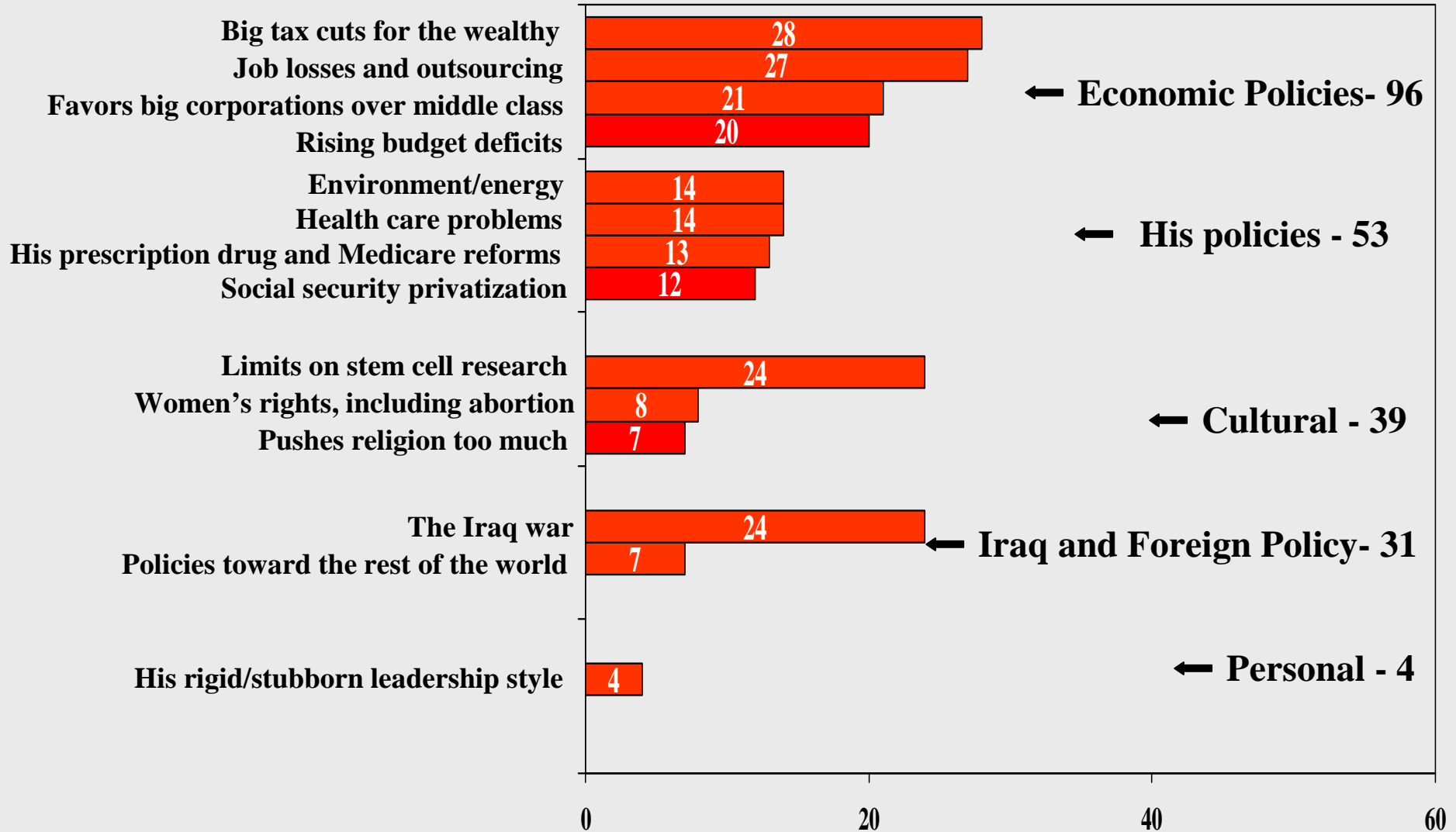
Overall





Doubts About Bush

Bush Waverers

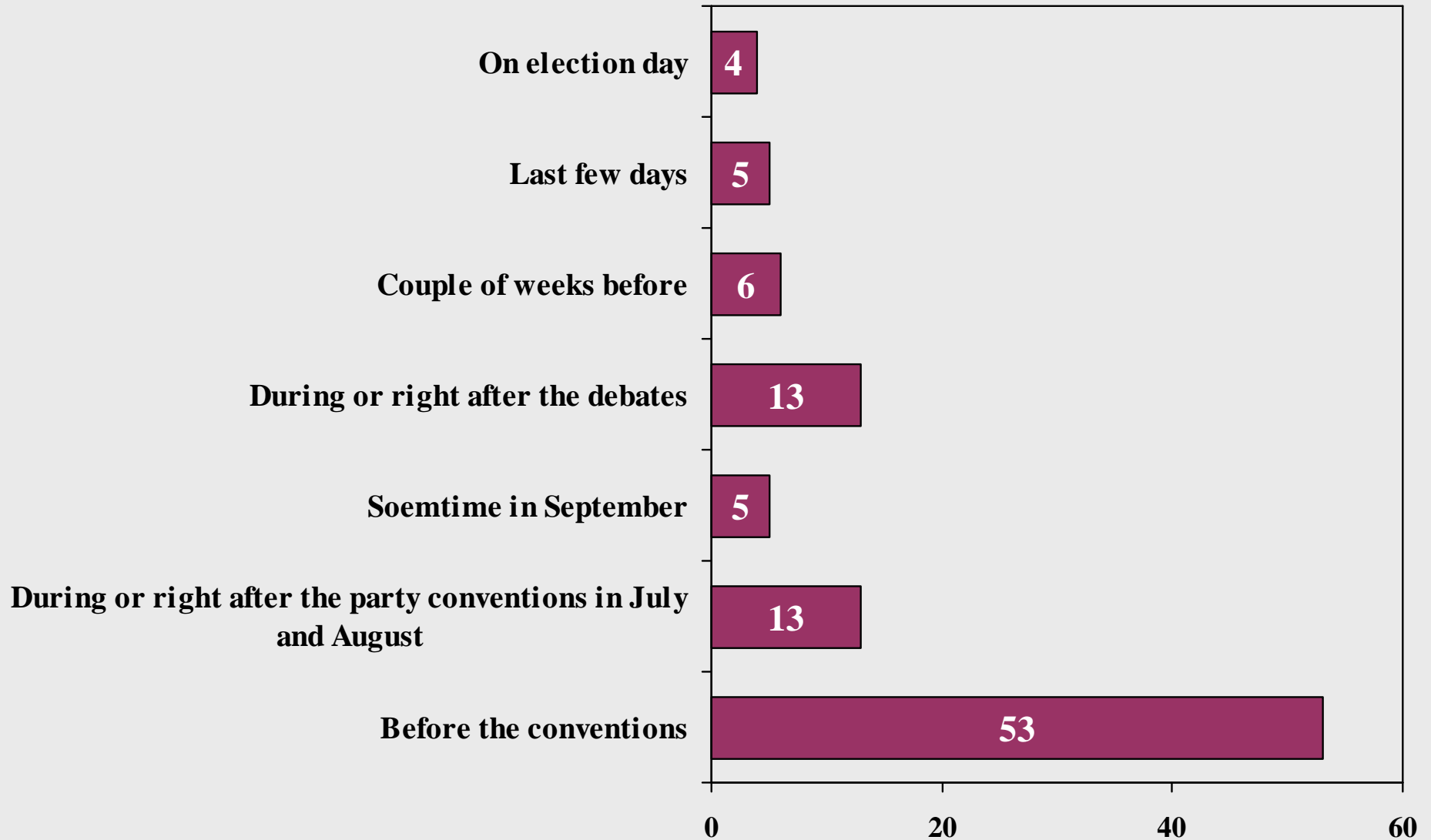




The Progressives' Campaign



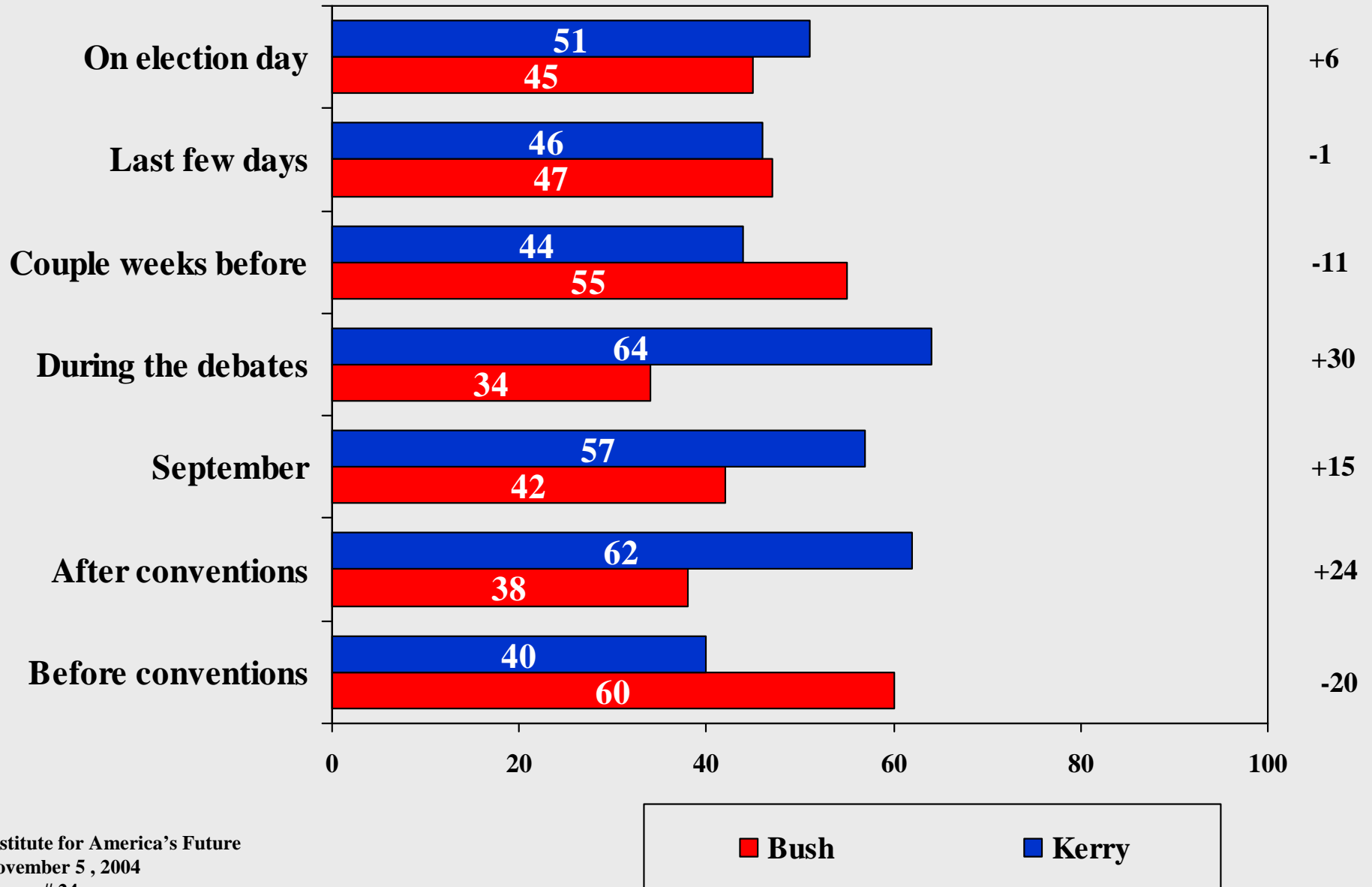
When Did You Decide On Your Vote?





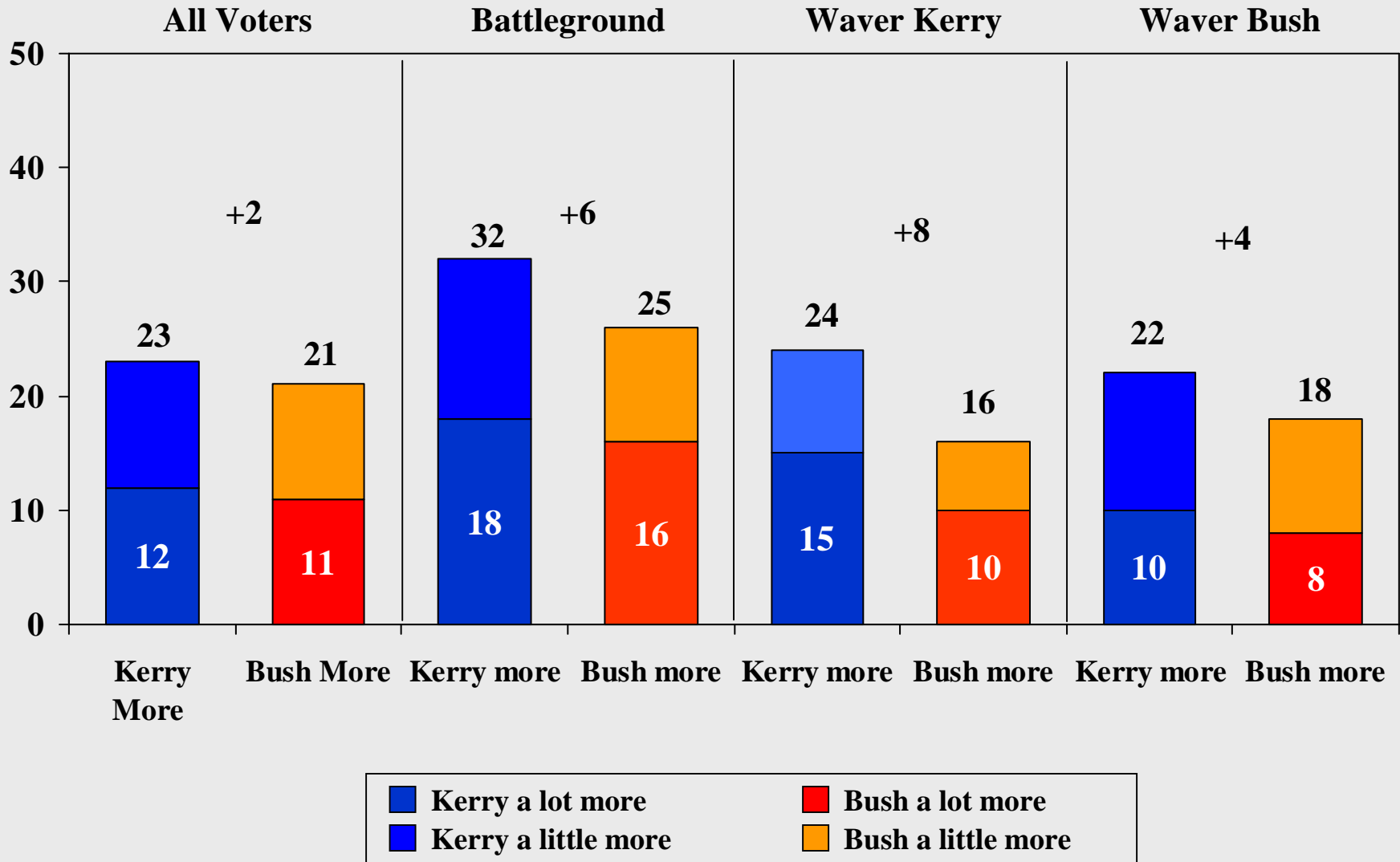
Presidential Vote by Time of Decision

Net
difference





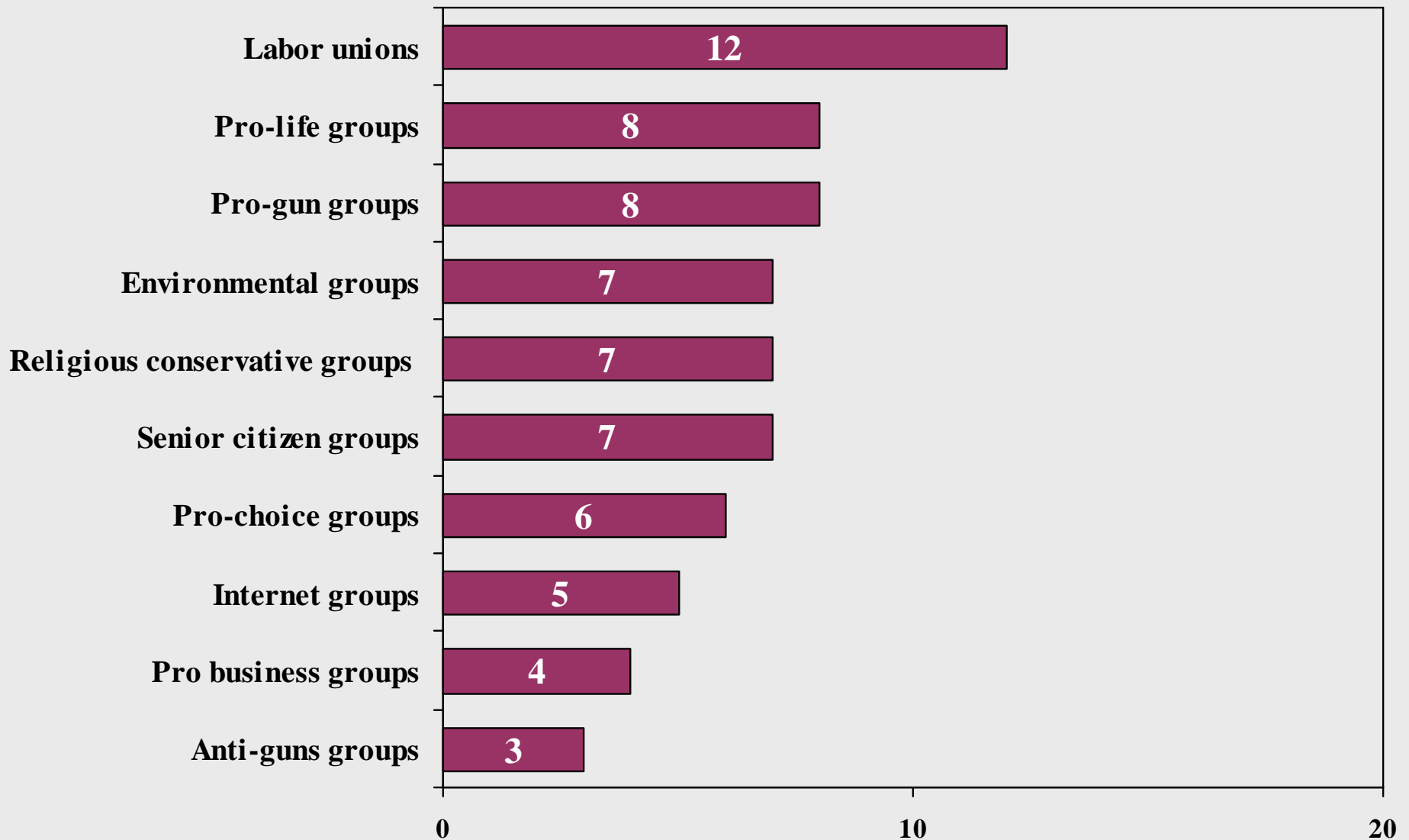
Contacted More by Kerry and Bush



“Now, I'd like to ask you something different. Over the course of the campaign, were you contacted more by people wanting you to vote for Kerry or were you contacted more by people who wanted you to vote for Bush?”



Groups Voters Contacted By





The Cultural Polarization



Most Important Issue and Vote

The Waverers: Top Issue

	Certain Kerry	Waver Kerry	Waver Bush	Certain Bush
The Situation in Iraq	33	27	12	7
Economy and jobs	29	30	15	6
Terrorism/ nat'l security	5	6	22	36
Moral values	3	9	27	37



Most Important Issues and Vote

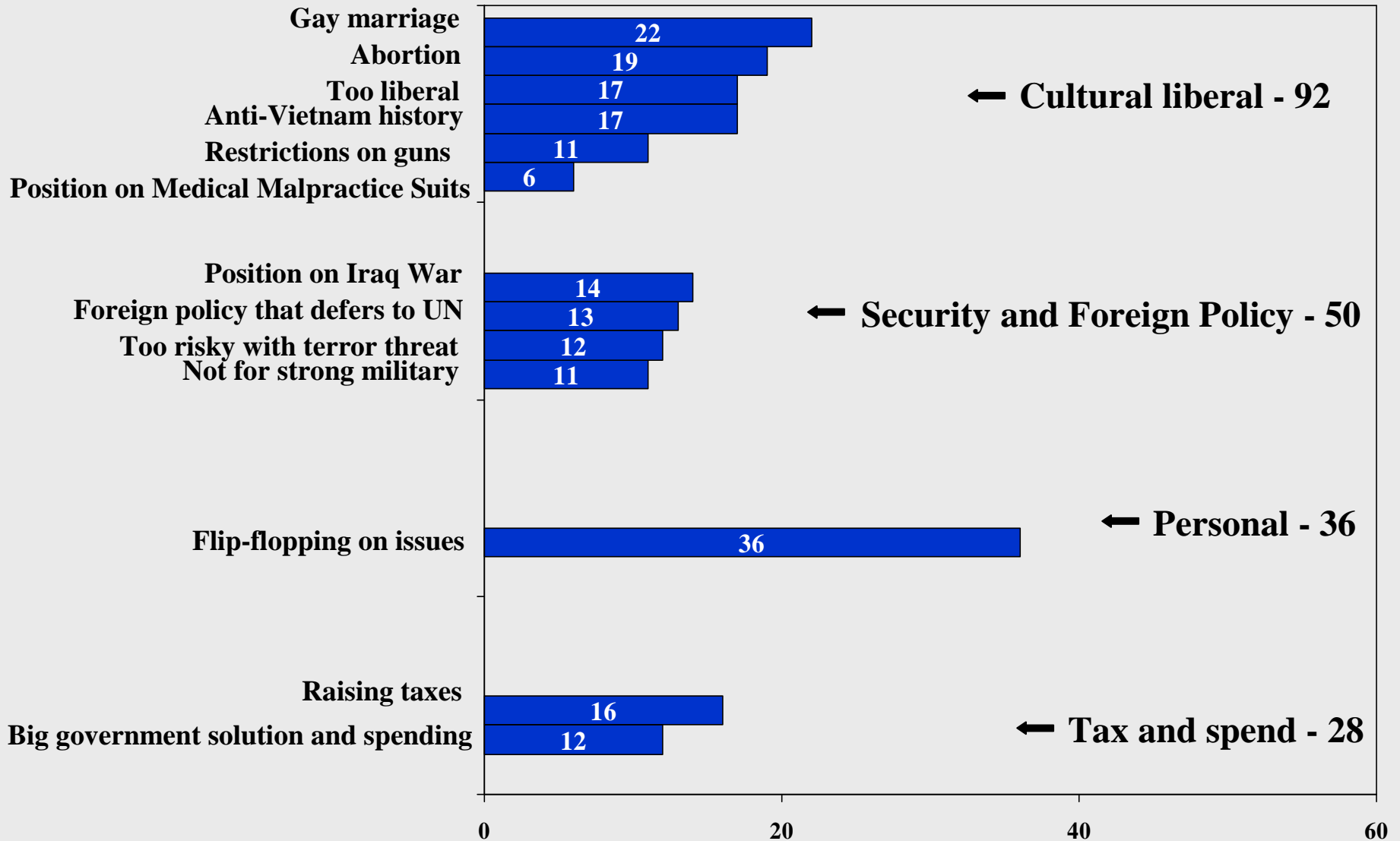
The Waverers: Top Two Issues Combined

	Certain Kerry	Waver Kerry	Waver Bush	Certain Bush
The Situation in Iraq	51	44	25	25
Economy and jobs	47	53	31	18
Terrorism/ nat'l security	13	18	37	61
Moral values	5	12	36	50



Doubts About Kerry

Overall

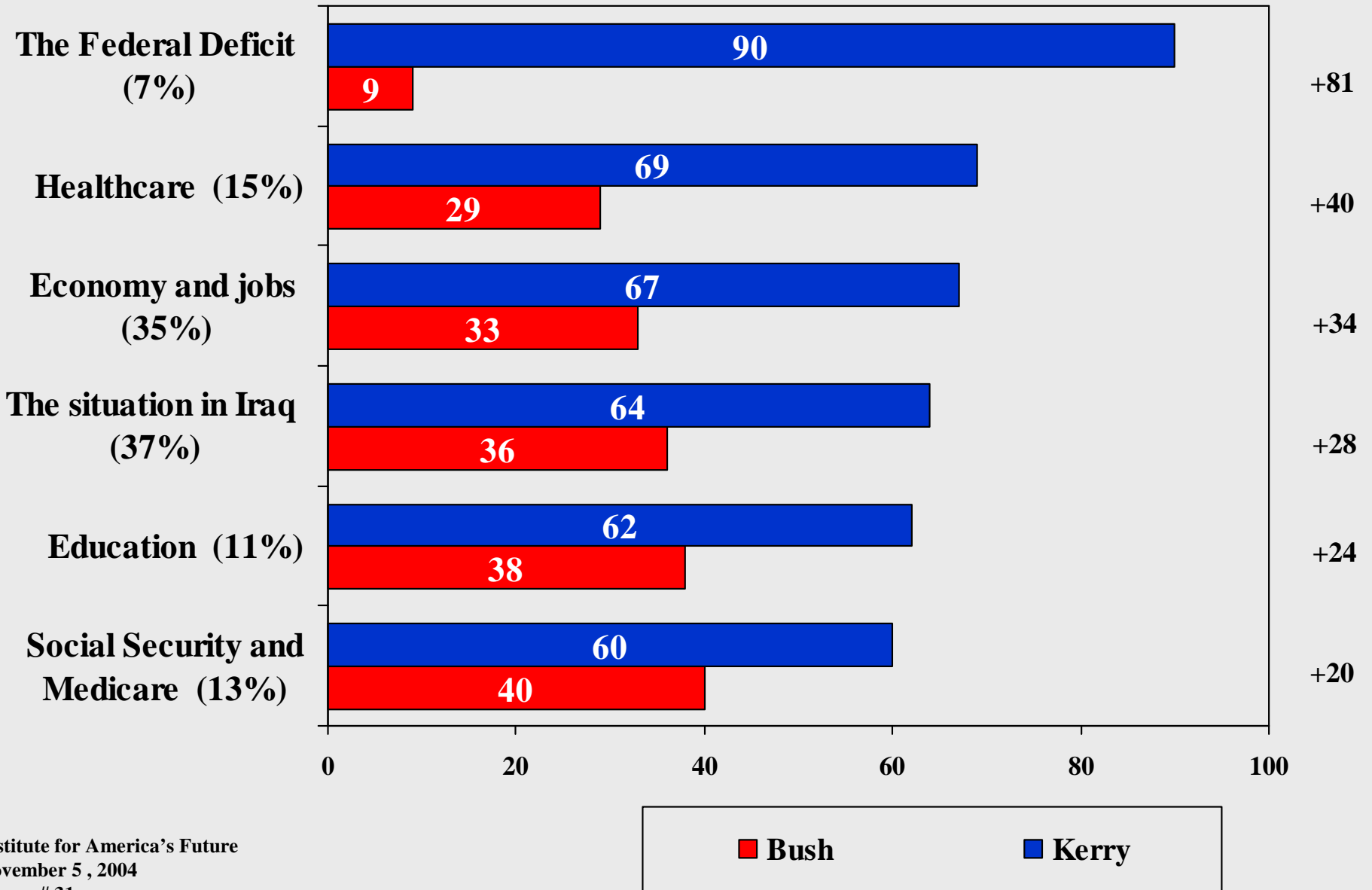




Presidential Vote by Issue

Kerry Advantages

Net
difference

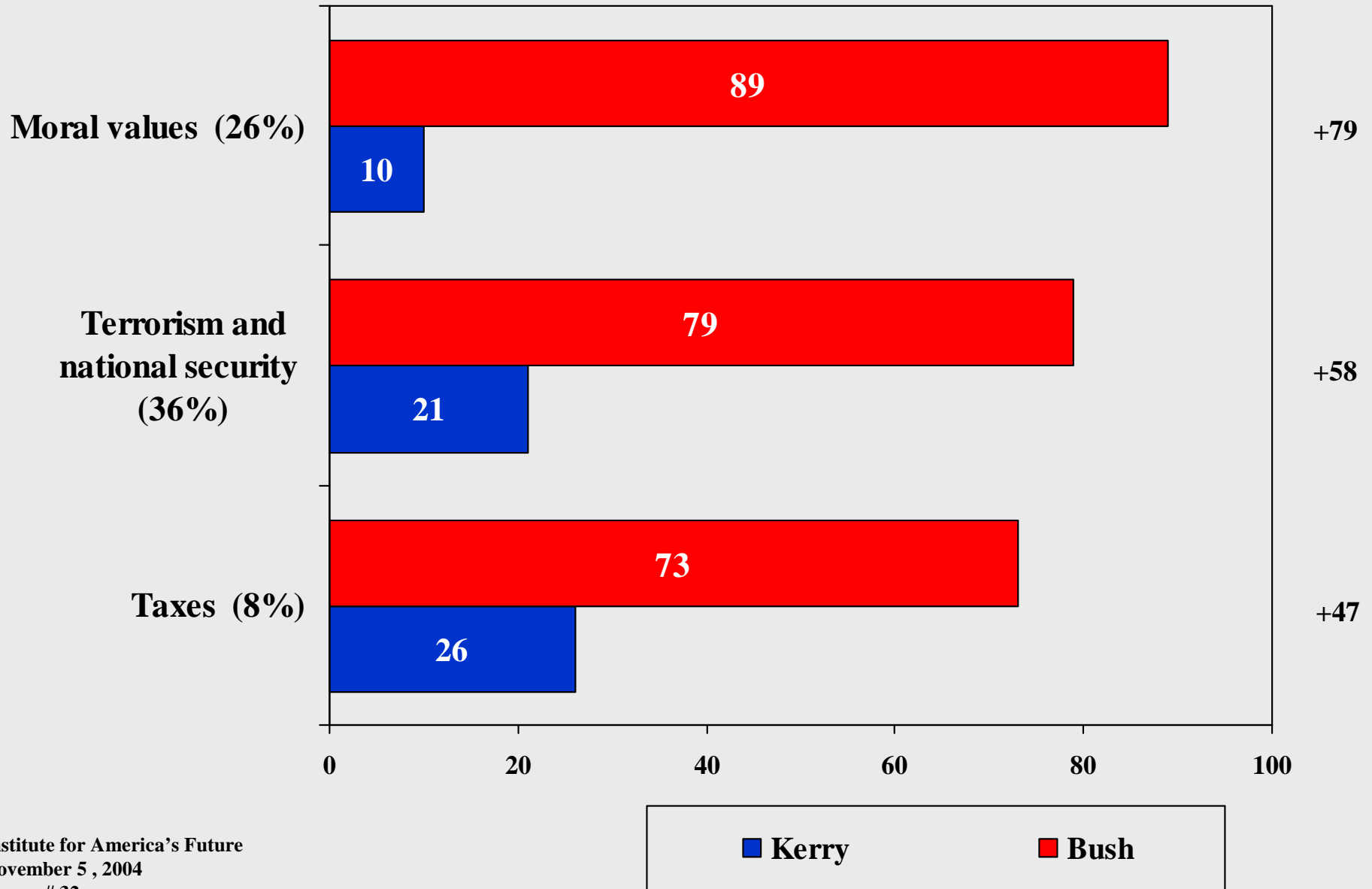




Presidential Vote by Issue

Bush Advantages

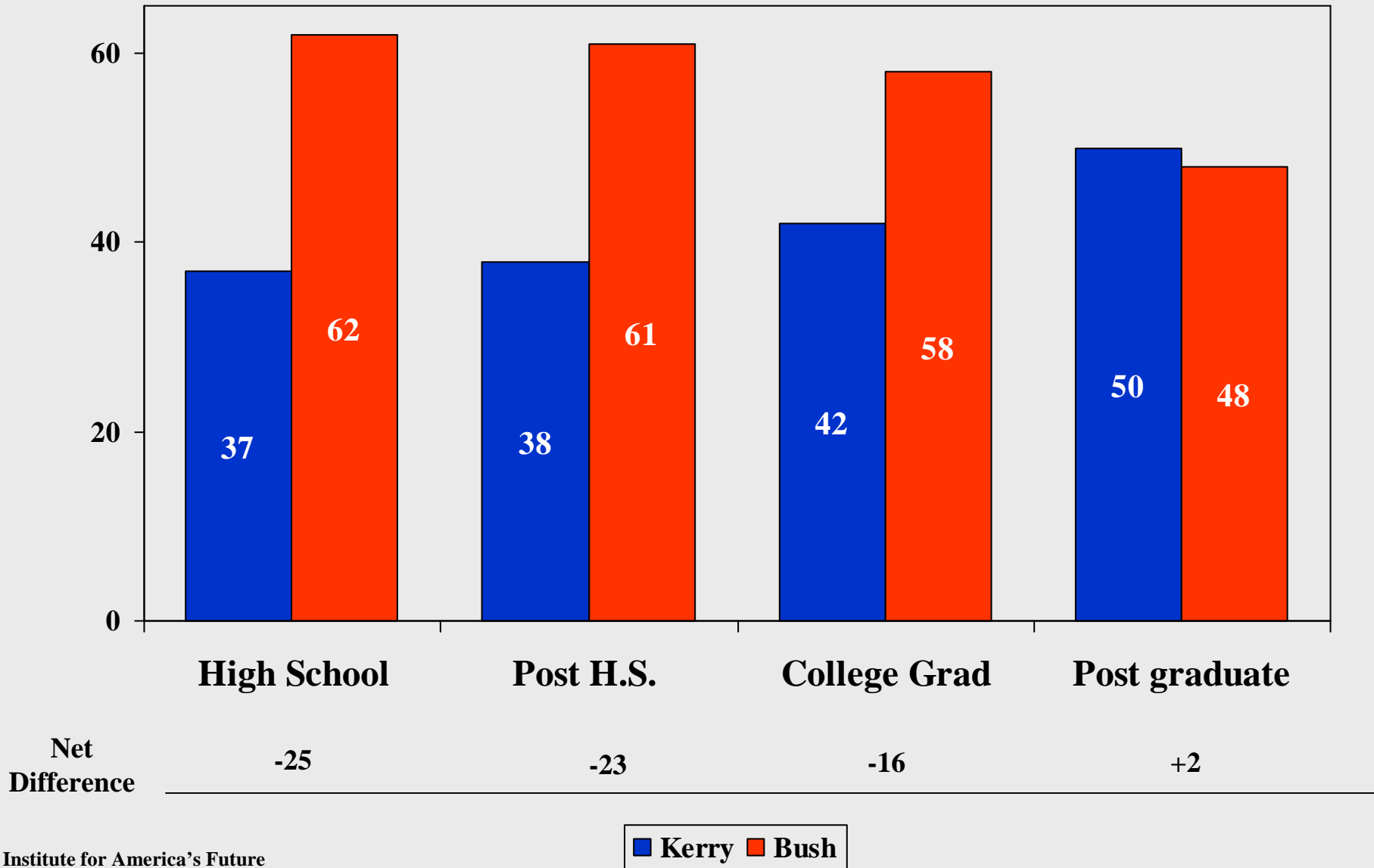
Net
difference





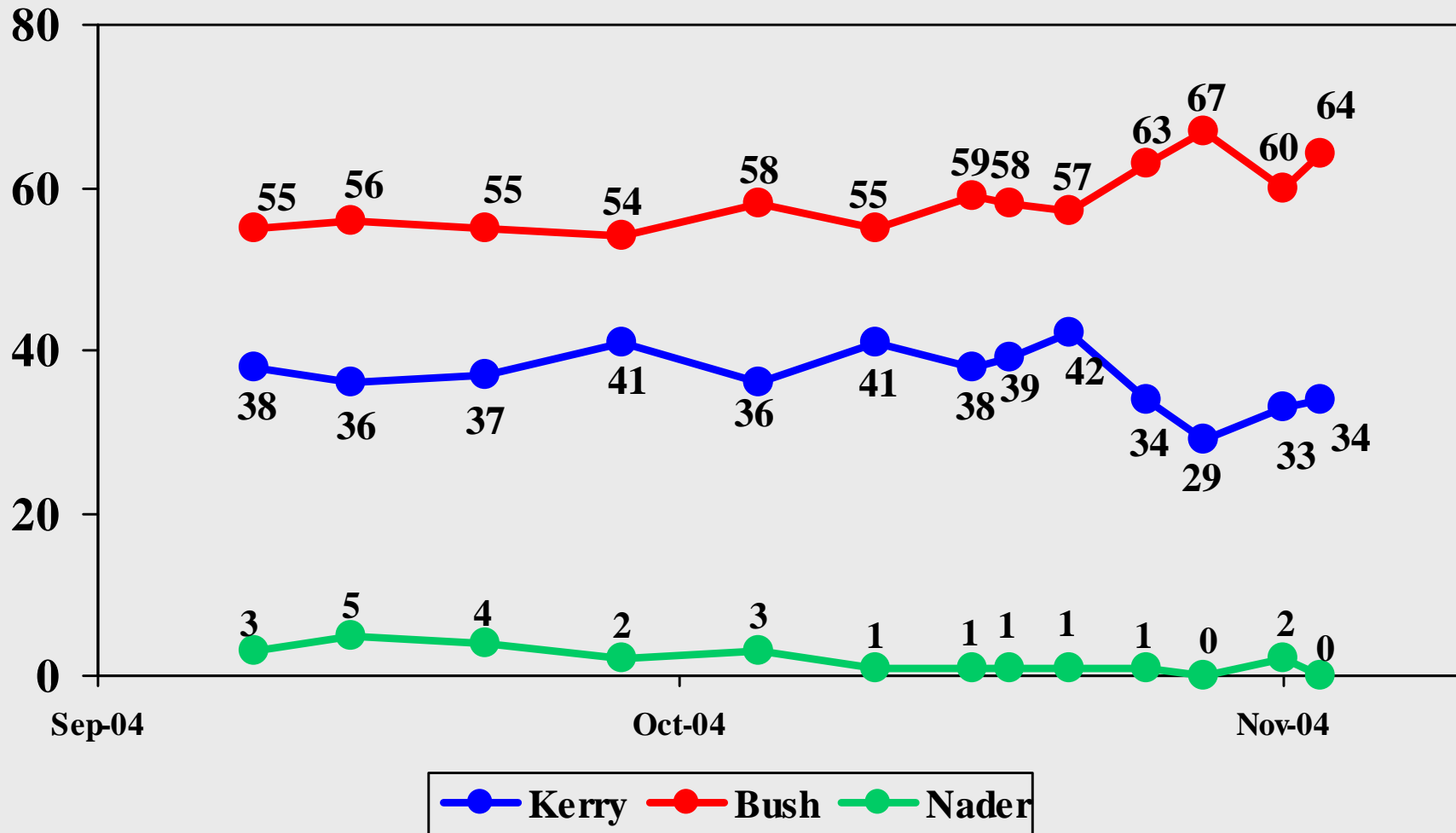
Presidential Vote and Education Level

White Voters





White Rural: Presidential Vote



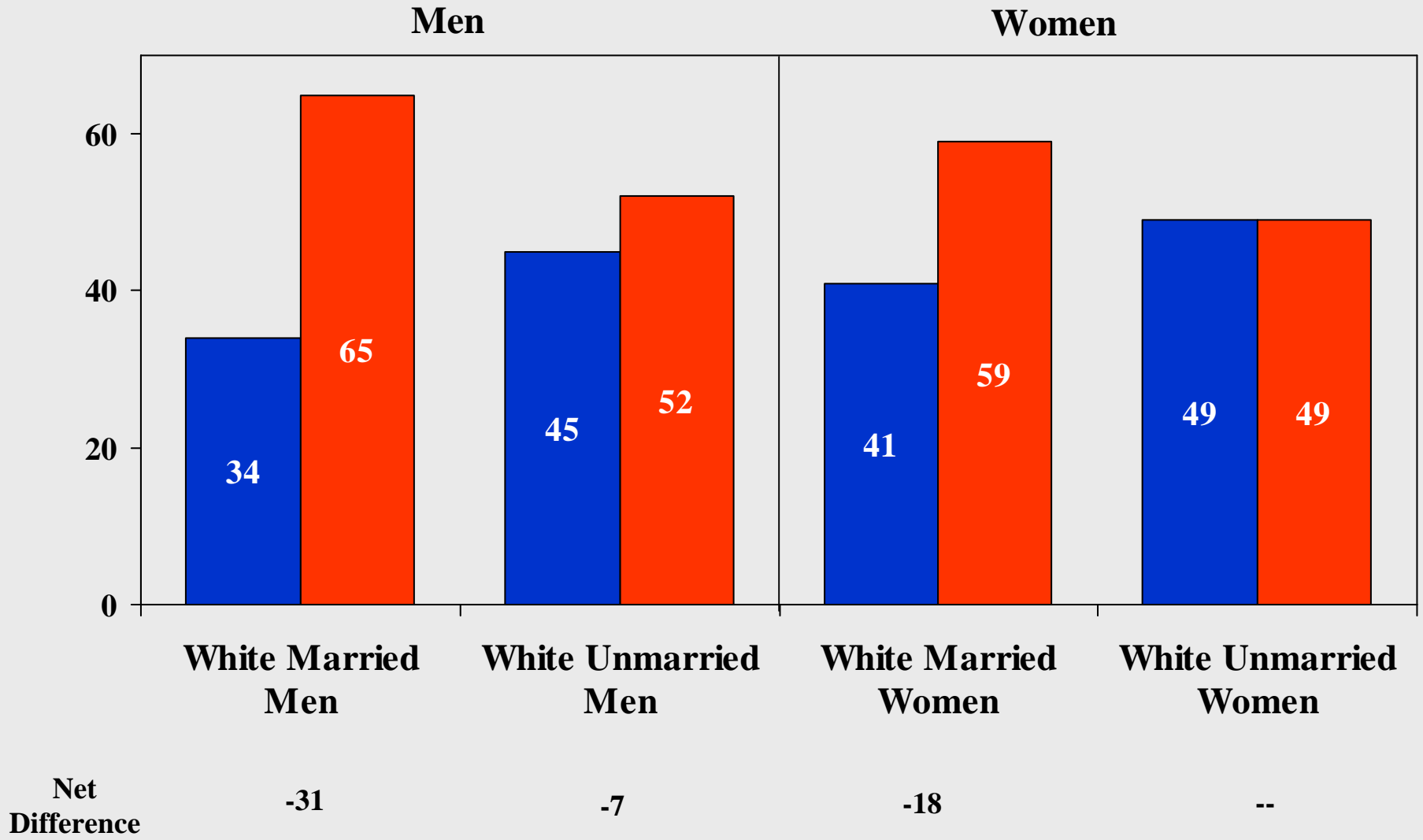
Kerry - Bush

-17 -20 -18 -13 -22 -14 -21 -19 -15 -29 -38 -27-30



Presidential Vote and Marital Status

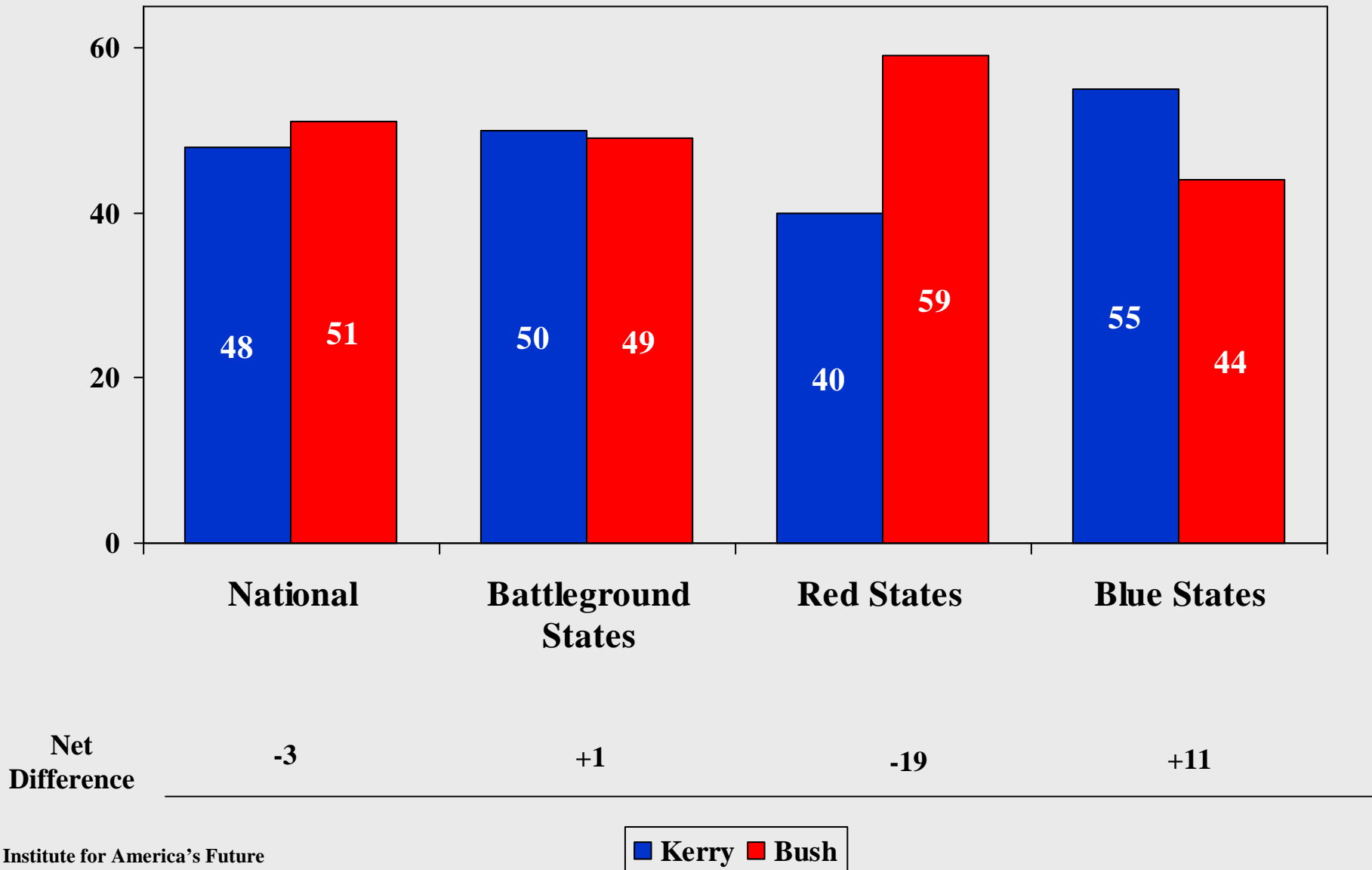
White Voters





Presidential Vote

National, Battleground, Red and Blue States



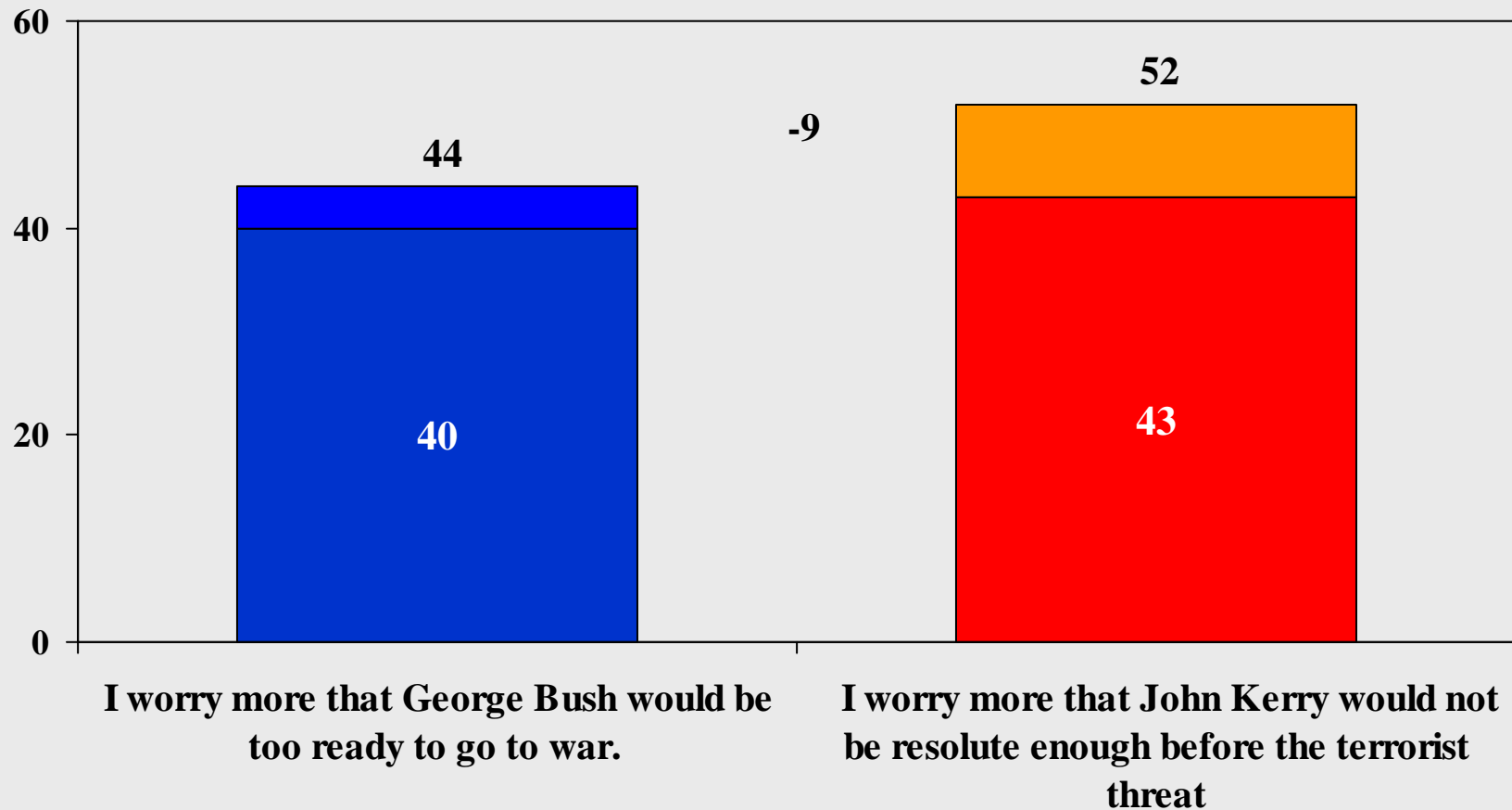


The Diminished Economic Debate



Debate One

Too Ready for War vs. Not Resolute on Terrorism



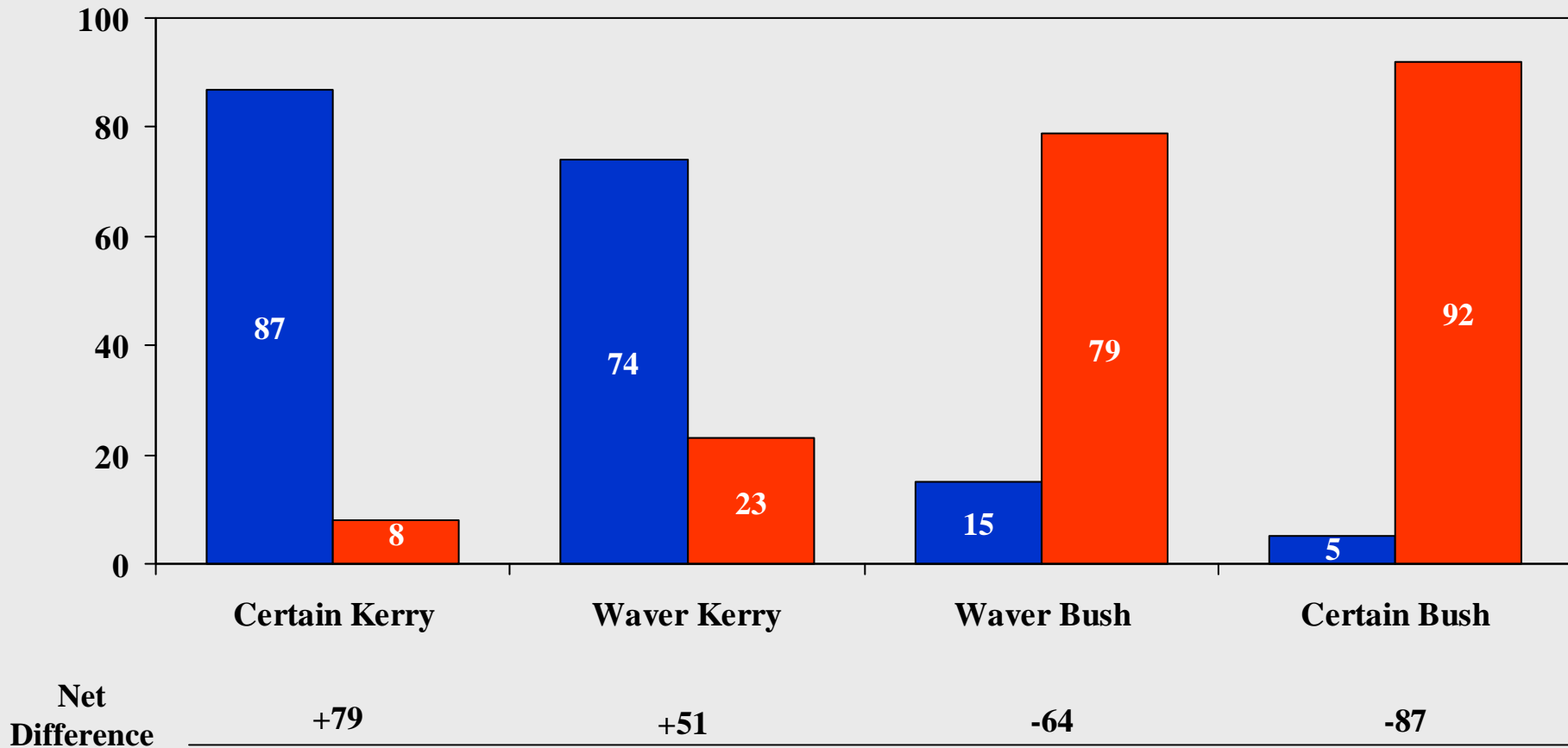
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“Now I'm going to read you some pairs of statements. As I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right.”



Debate One: Security

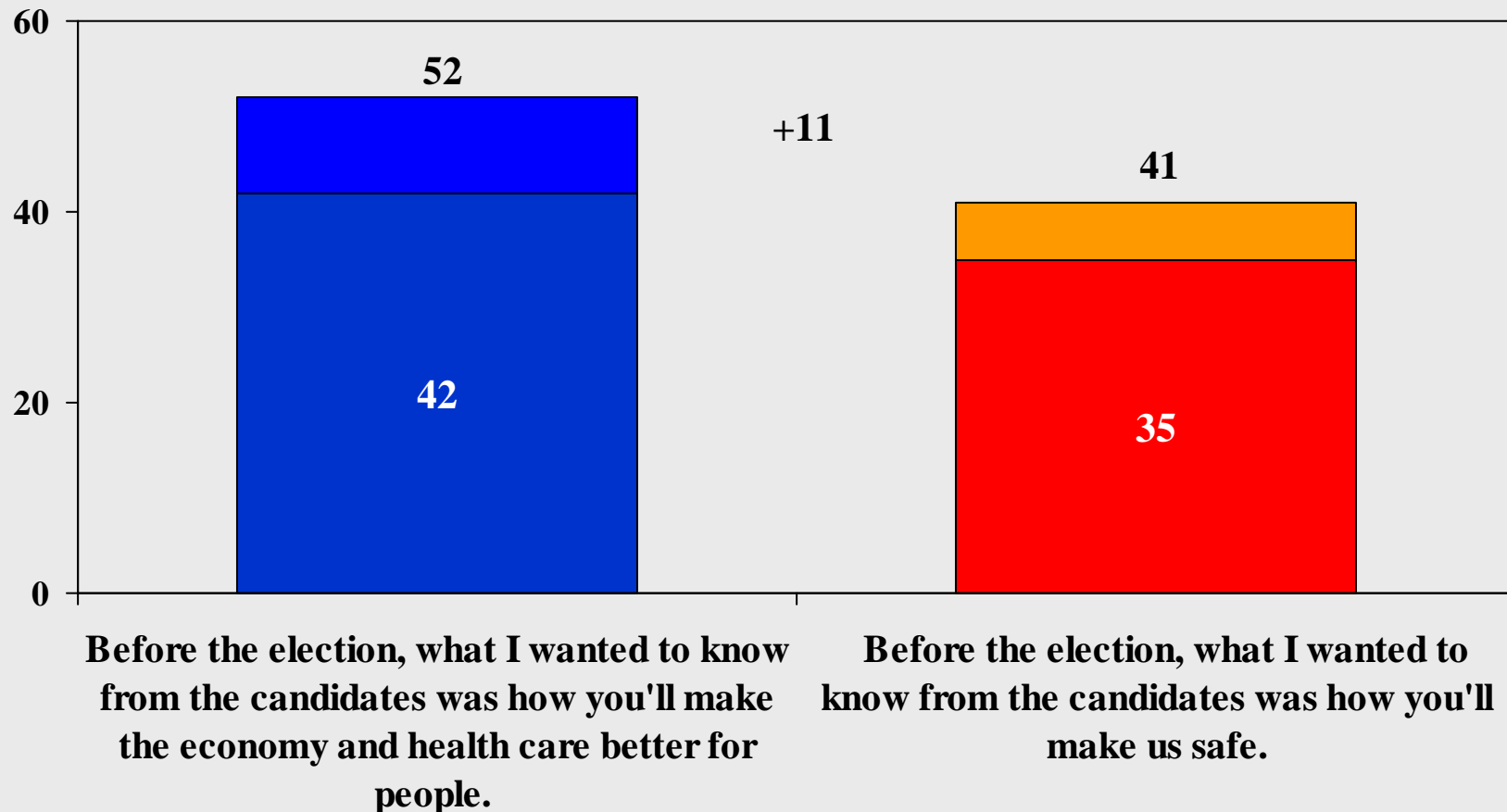
The Waverers



- I worry more that George Bush would be too ready to go to war.
- I worry more that John Kerry would not be resolute enough before the



Debate Two: Economy vs. Safety

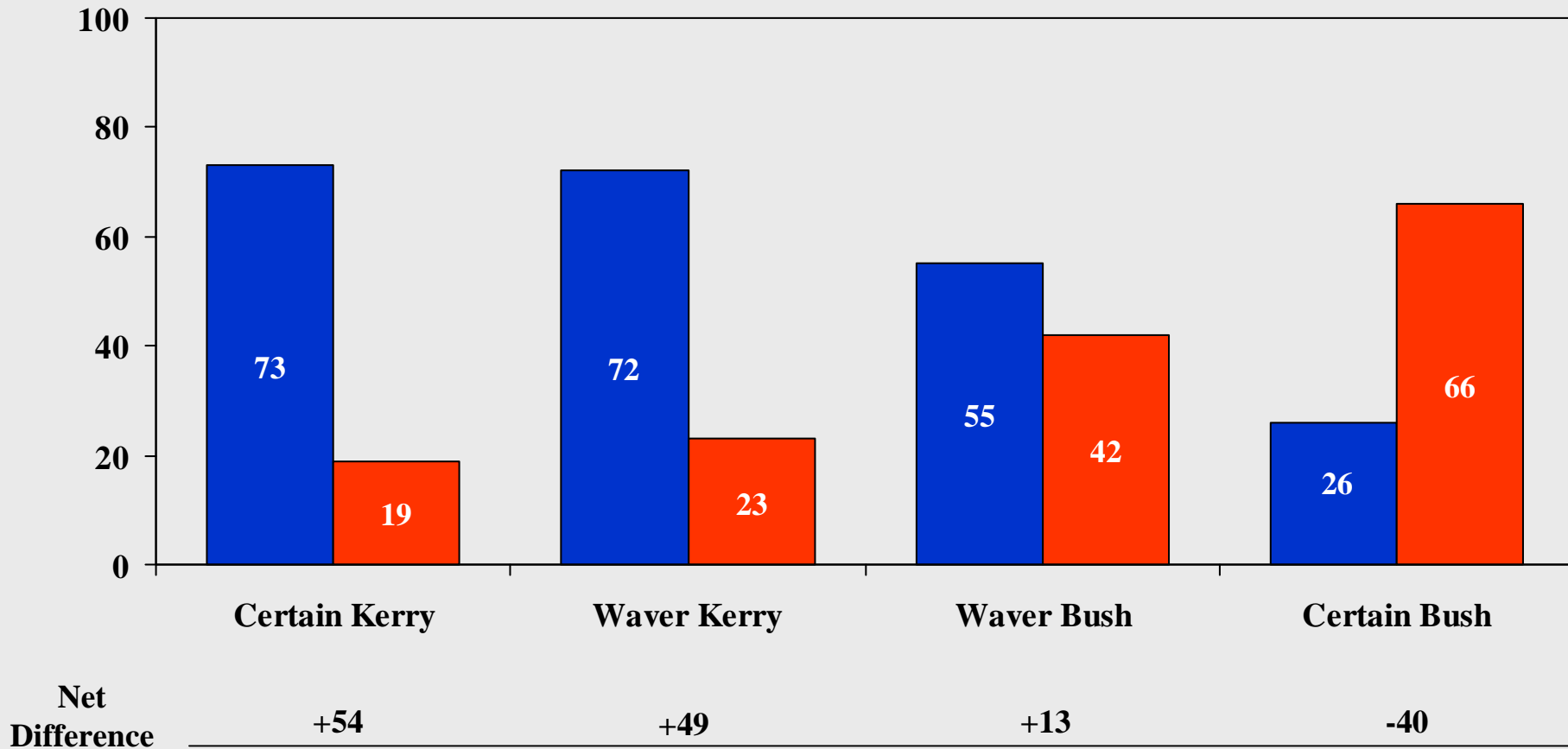


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Debate Two: Economy vs. Safety

The Waverers

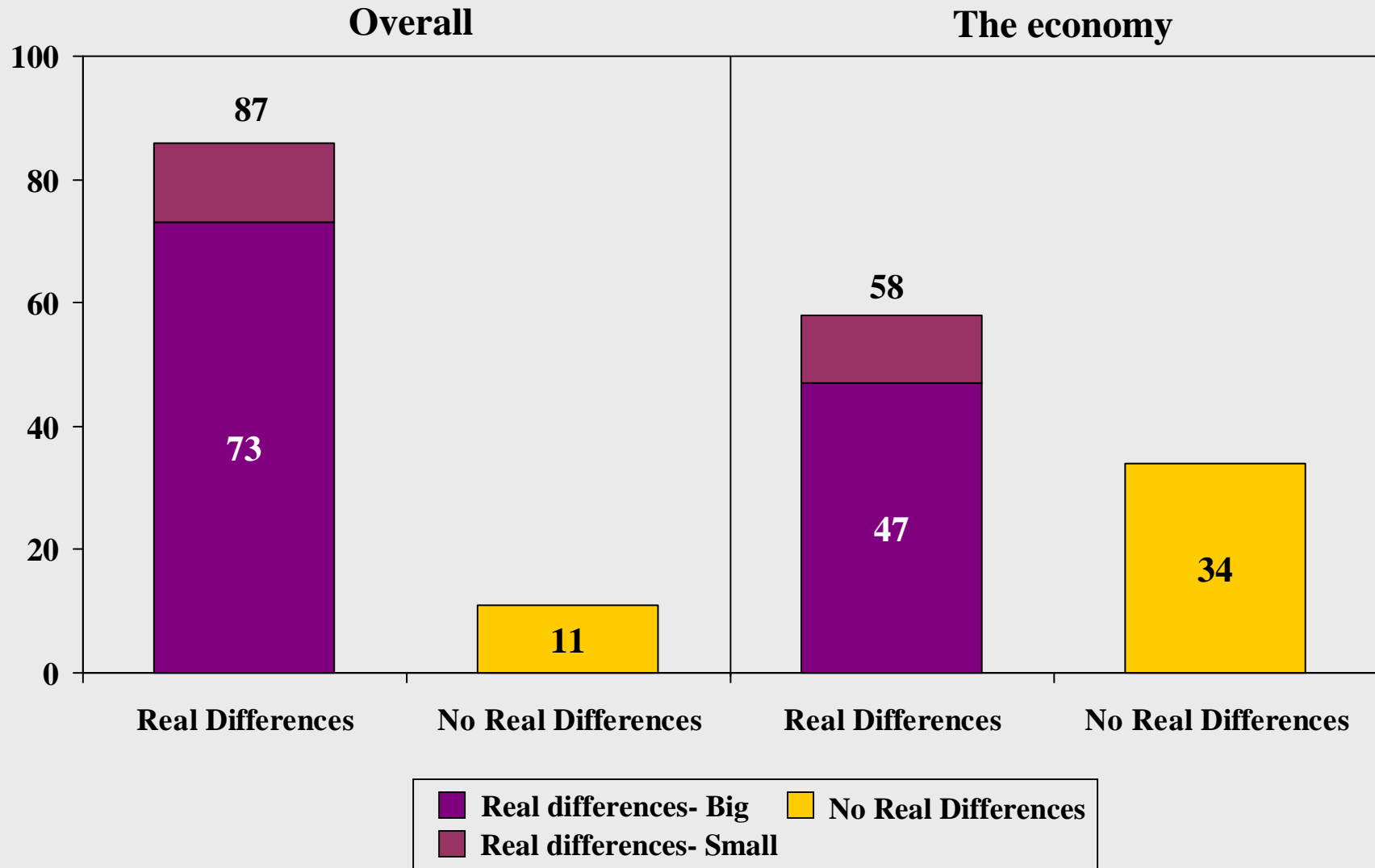


- Before the election, what I wanted to know from the candidates was how you'll make the economy and health care better for people.
- Before the election, what I wanted to know from the candidates was how you'll make us safe.



Real Differences Between Bush and Kerry

Overall vs. Economy

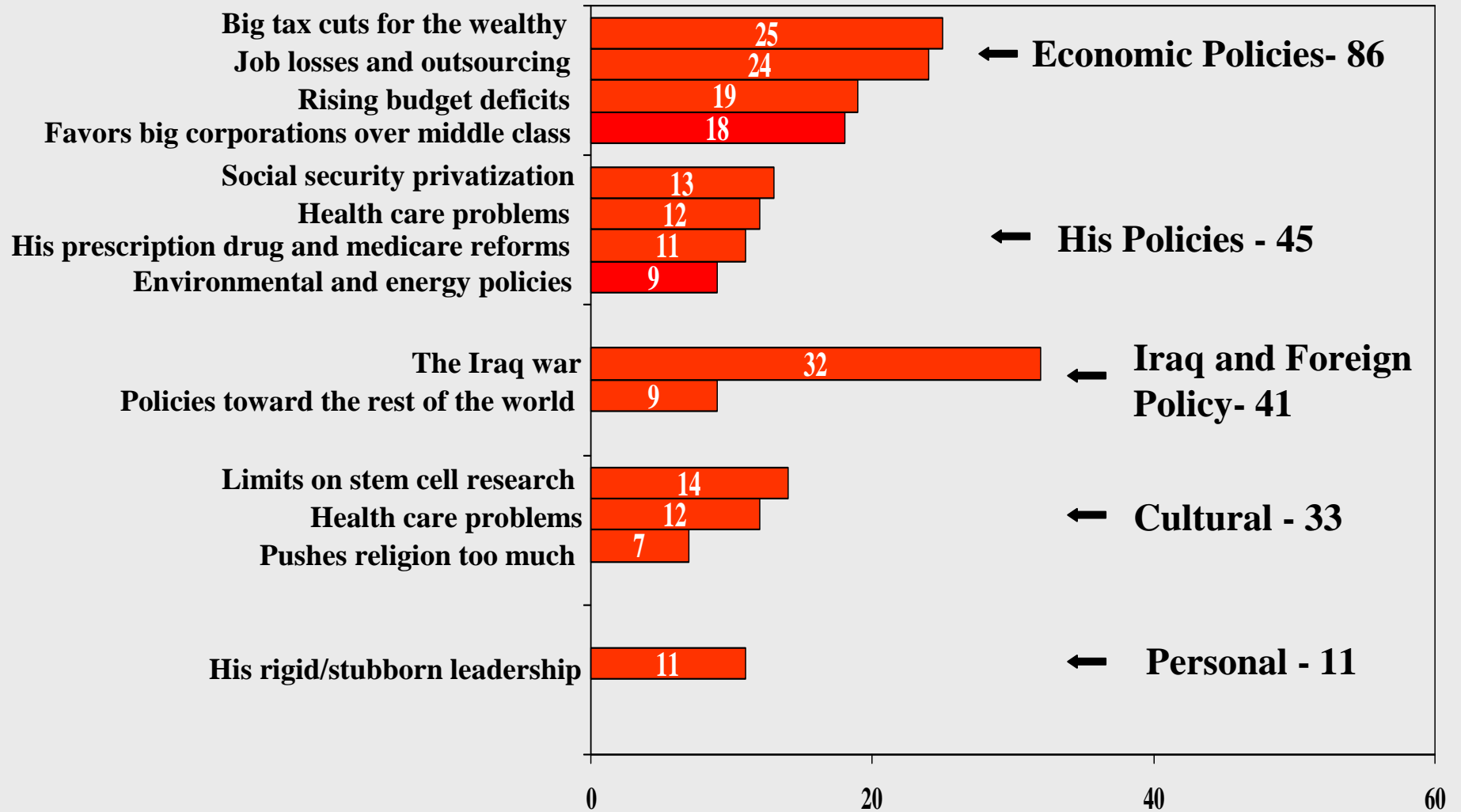


“Overall, do you think there were real differences on the important issues between John Kerry and George Bush, or were there no real differences on the issues?...on the economy were there real differences between Bush and Kerry on creating jobs?”



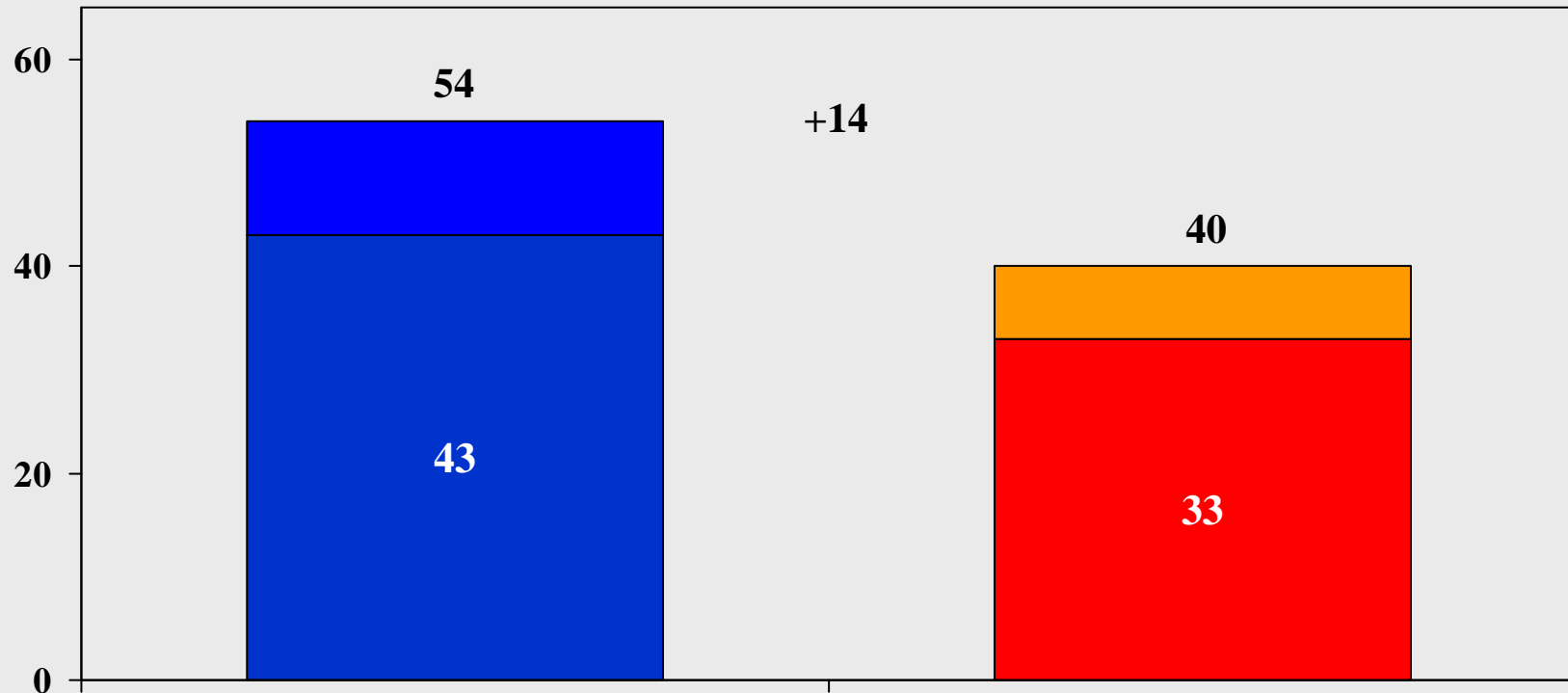
Doubts About Bush

Overall



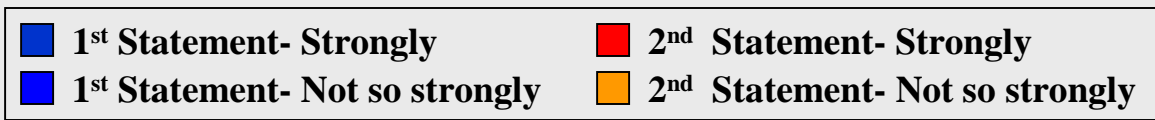


Economic Policy



When it comes to economic policy, our first priority should be investing in education, health care, and energy independence.

When it comes to economic policy, our first priority should be reducing the deficit and government spending.





The Economic Debate

The Waverers

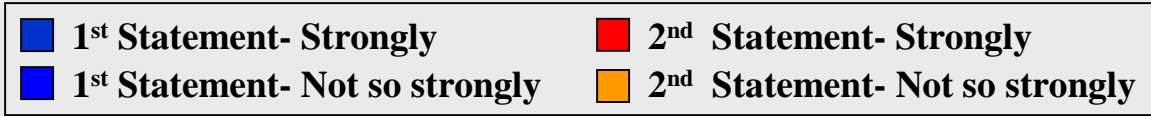
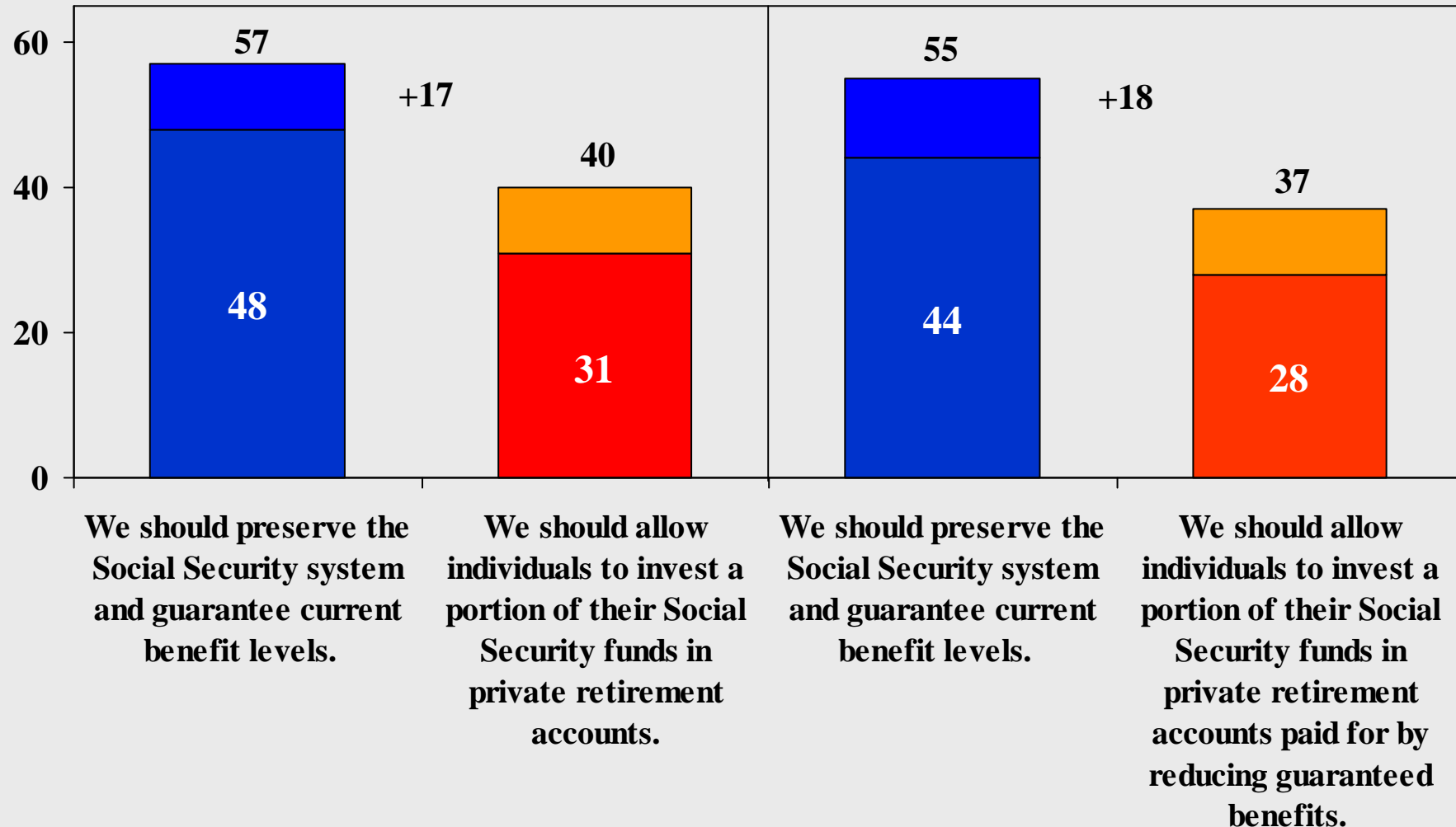
	Certain Kerry	Waver Kerry	Waver Bush	Certain Bush
Economy/ Health care	73	72	55	26
Safety	19	23	42	66



Issue Debates

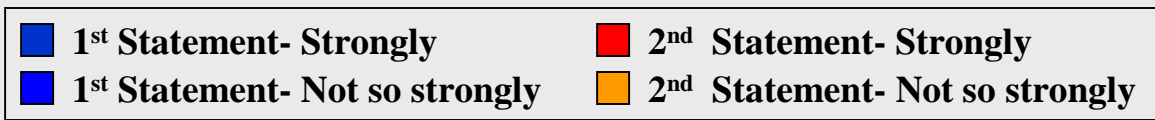
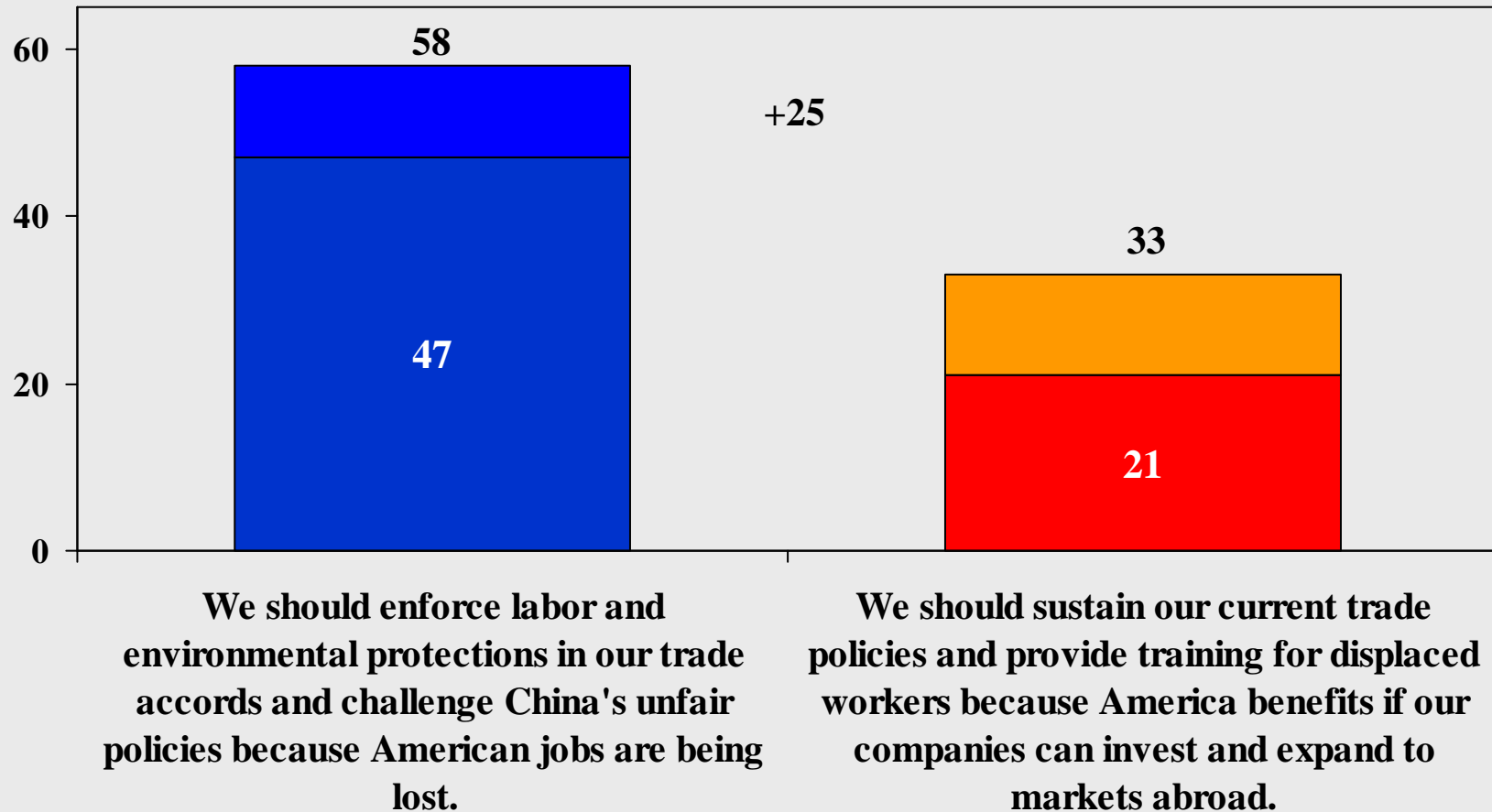


Social Security



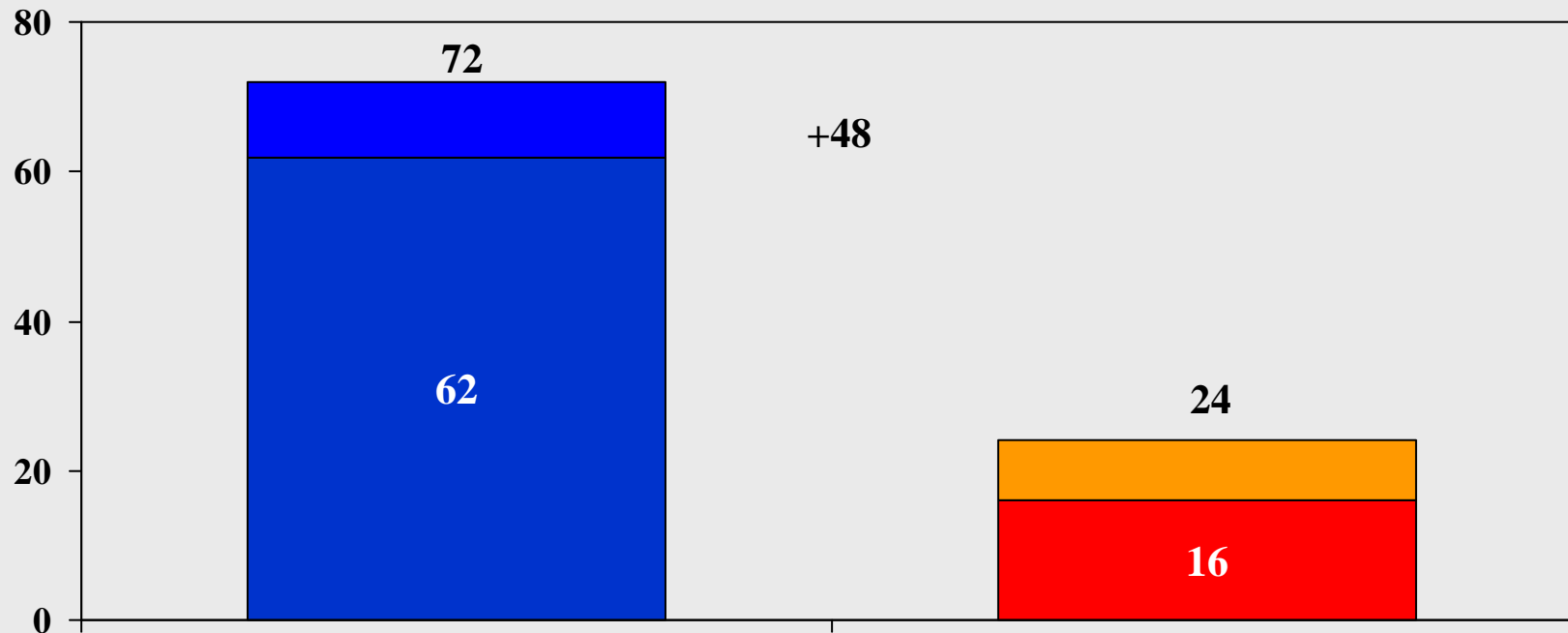


Trade Policy





Healthcare



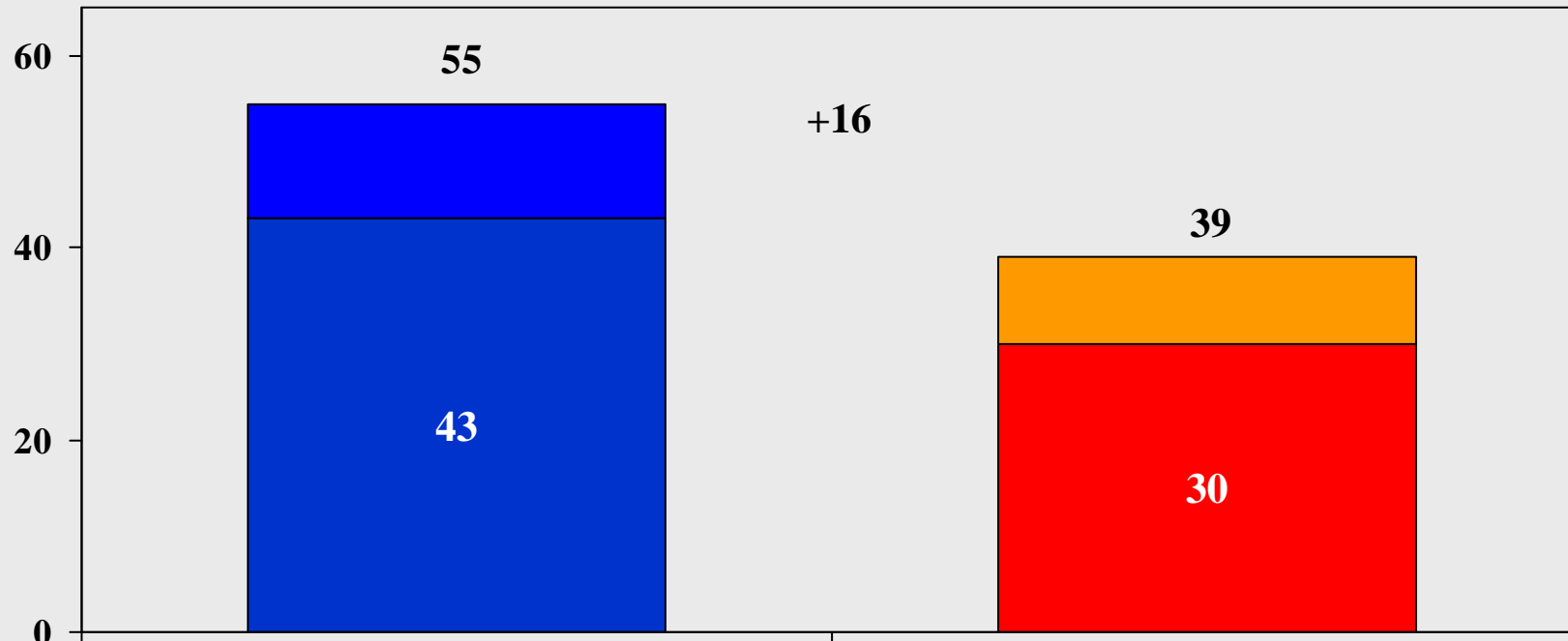
We must fundamentally reform the health care system because too many Americans cannot keep up with the rising cost of health care.

We have the best medical care in the world and we can restrain prices by adding more competition.



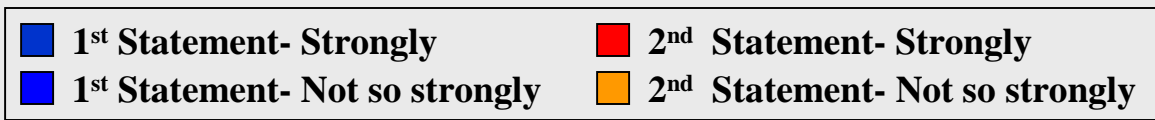


The Deficit



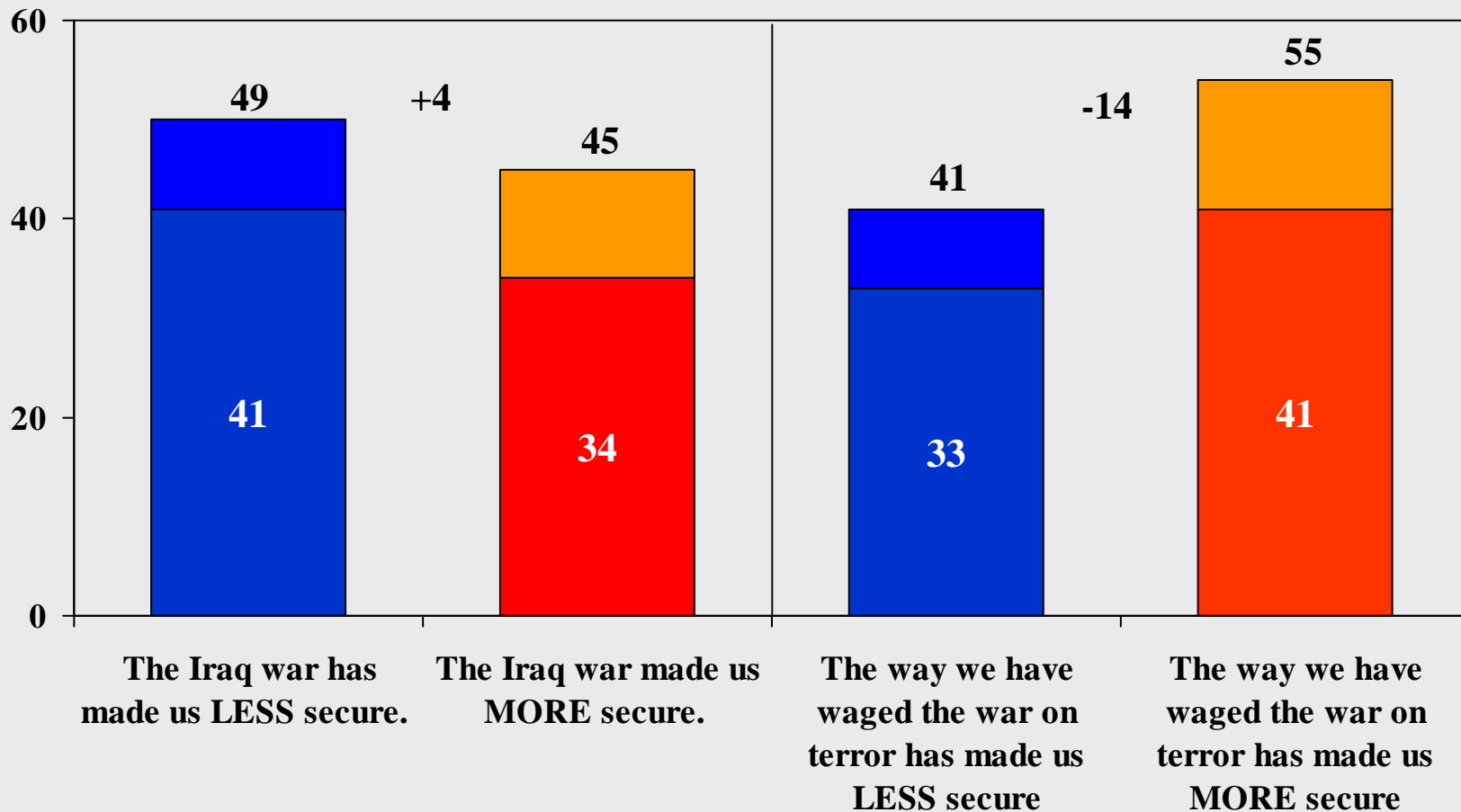
The best way to reduce the budget deficit is to invest in education, health care, and energy independence to create jobs and stimulate economic growth.

The best way to reduce the budget deficit is to lower government spending and enforce pay as you go rules on any further spending.





Iraq and the War on Terror: More or Less Secure



■ 1st Statement- Strongly ■ 2nd Statement- Strongly
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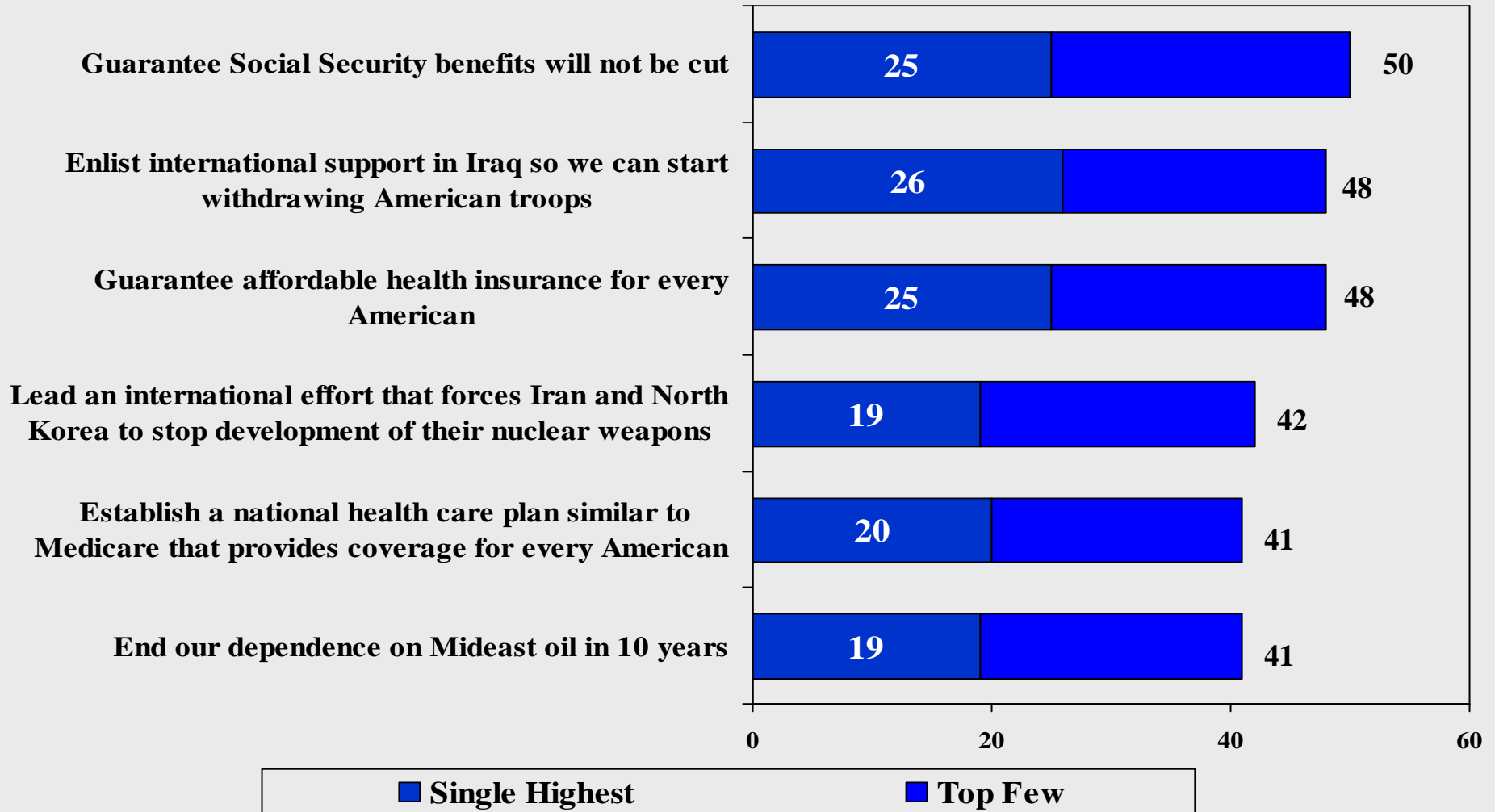


Priorities



Top Priorities for Congress and Administration

Top Tier

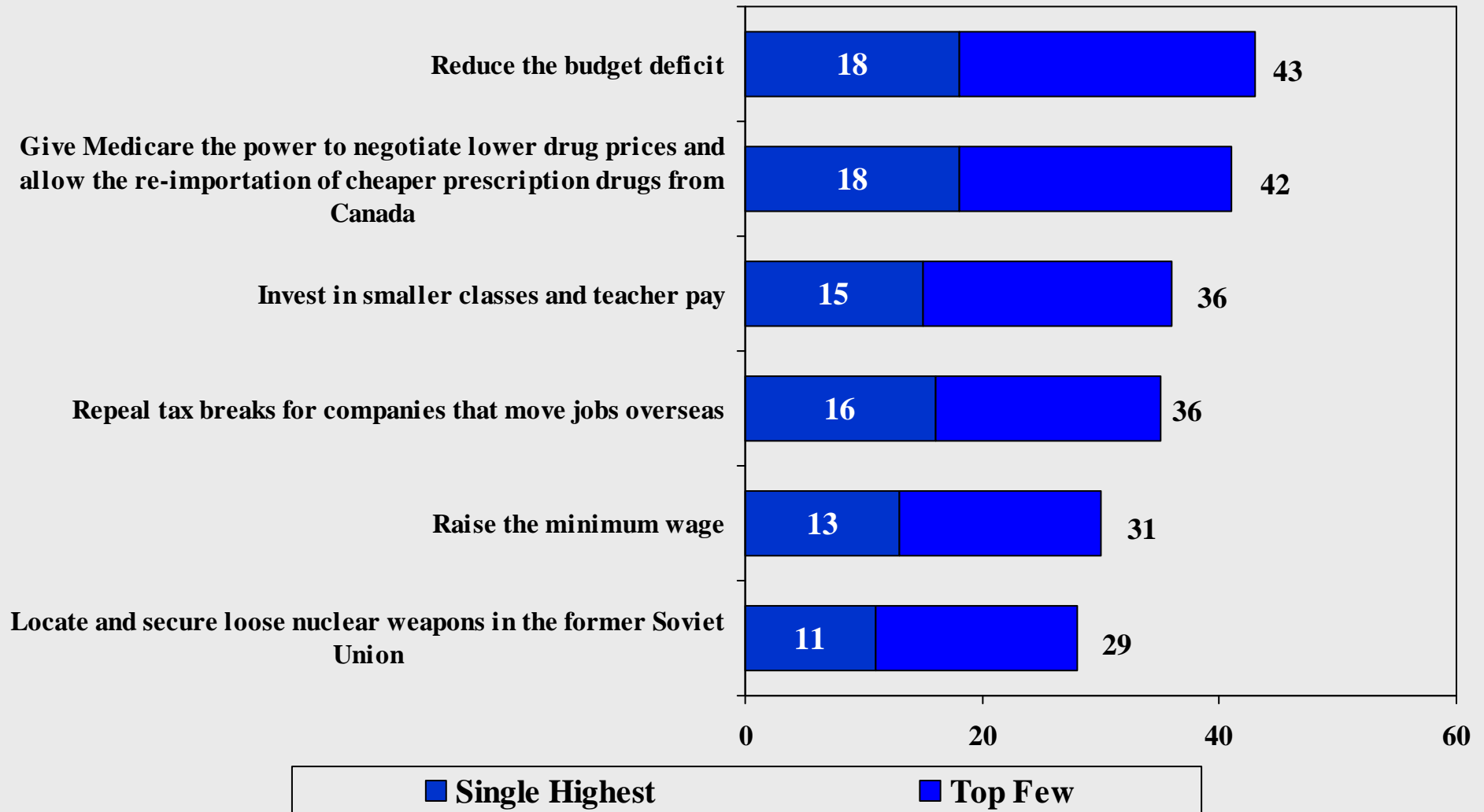


“Now I’m going to read you a list of proposals the new Congress and administration will consider. I’d like to find out how high a priority you think each of these issues should receive from the new Congress and administration. For each proposal, tell me if you think it should be the SINGLE highest priority, one of the TOP FEW priorities, but not the highest, NEAR THE TOP of the list, in the MIDDLE OF THE LIST, or TOWARD THE BOTTOM of the list of priorities for the new Congress and administration.”



Top Priorities for Congress and Administration

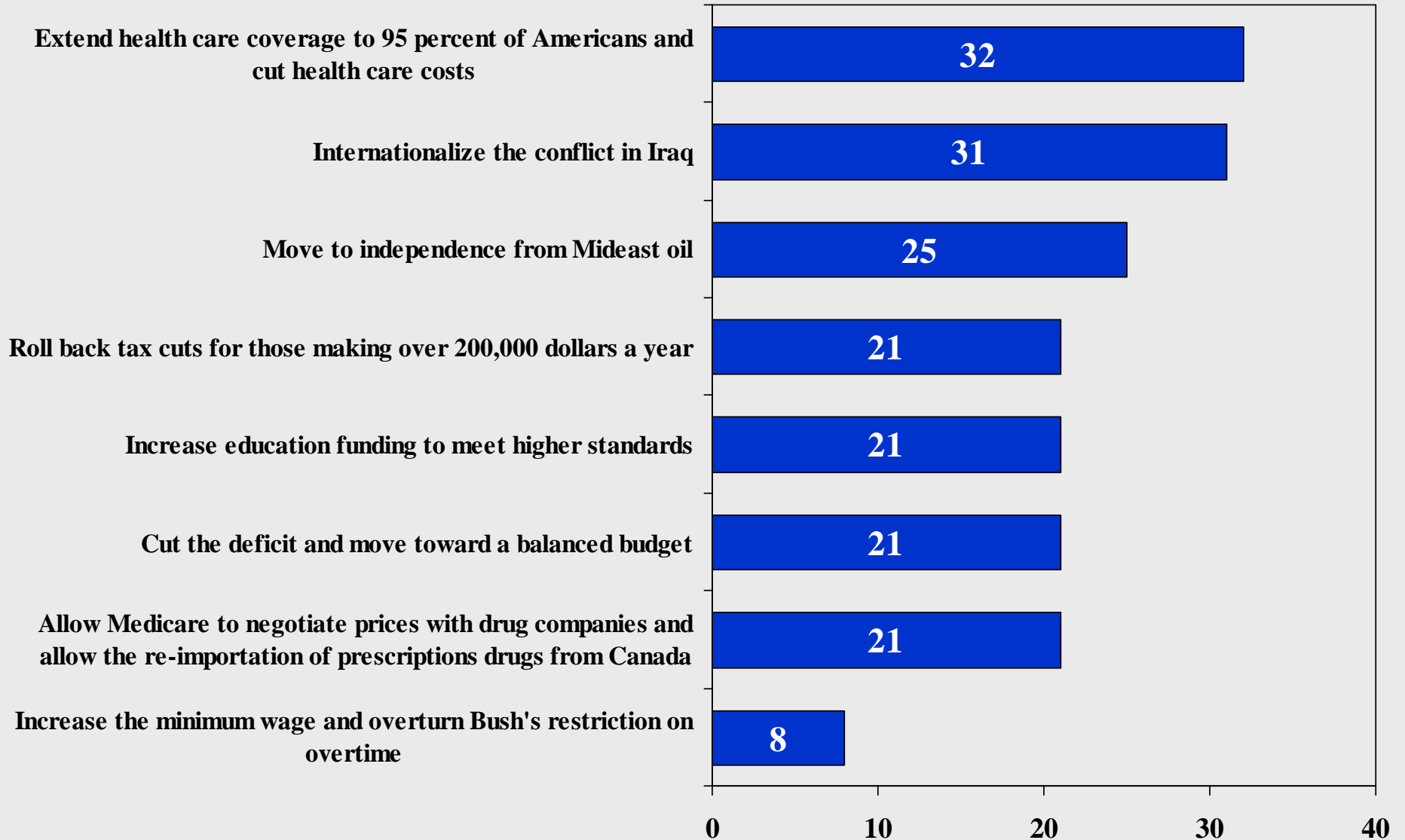
2nd Tier



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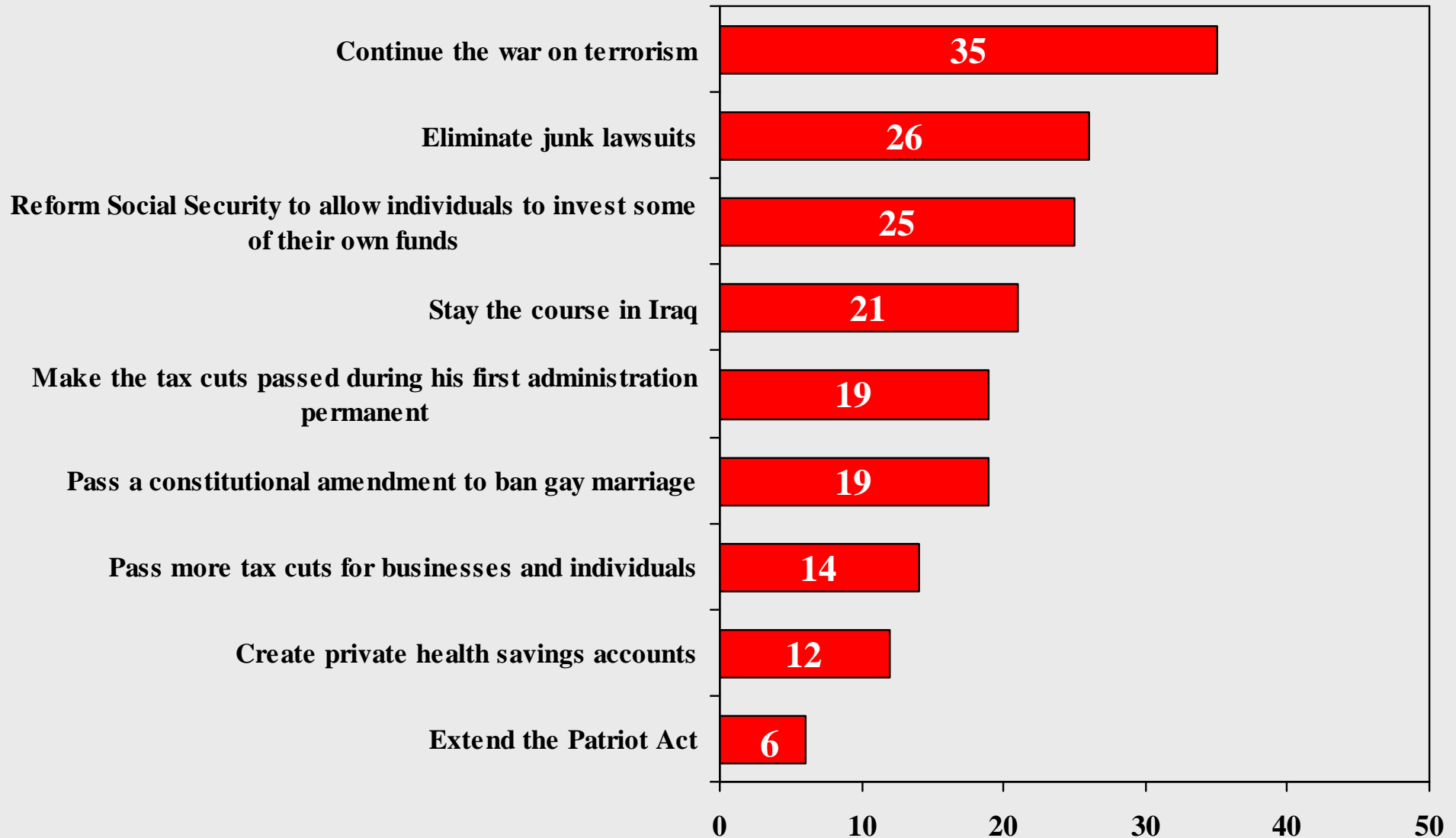


Priority of Kerry Proposals



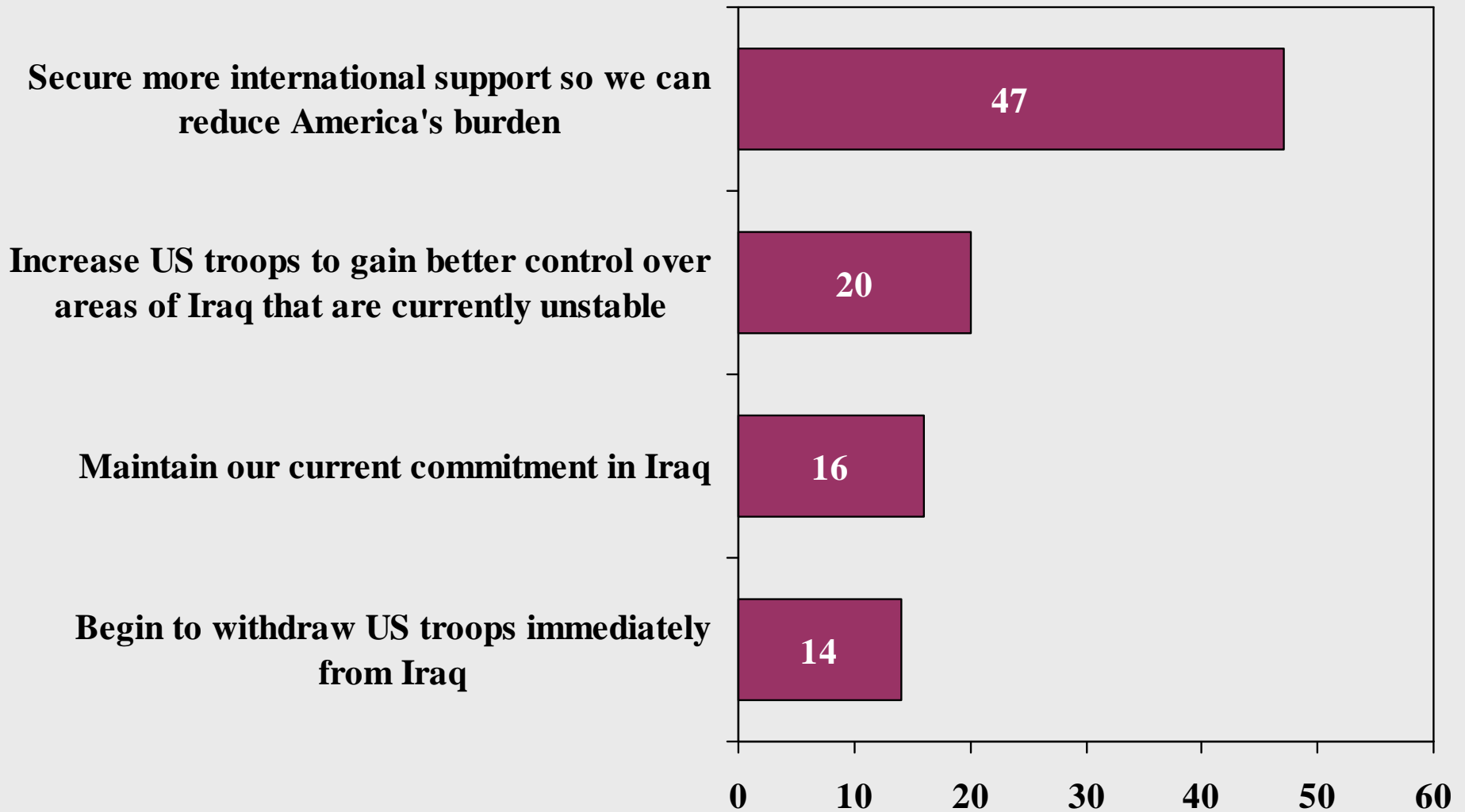


Priority of Bush Proposals



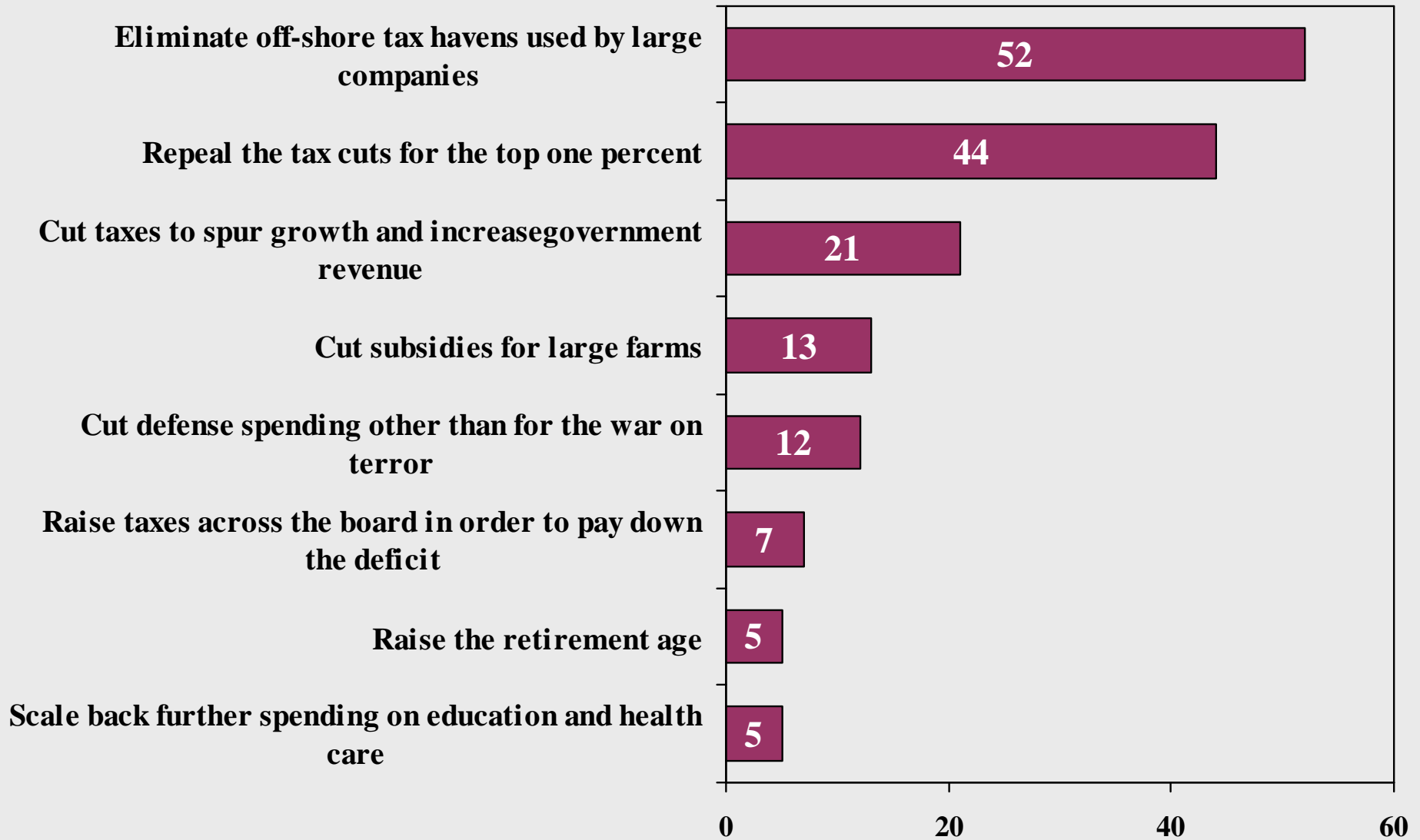


Strategies for Iraq





Fixing the Deficit





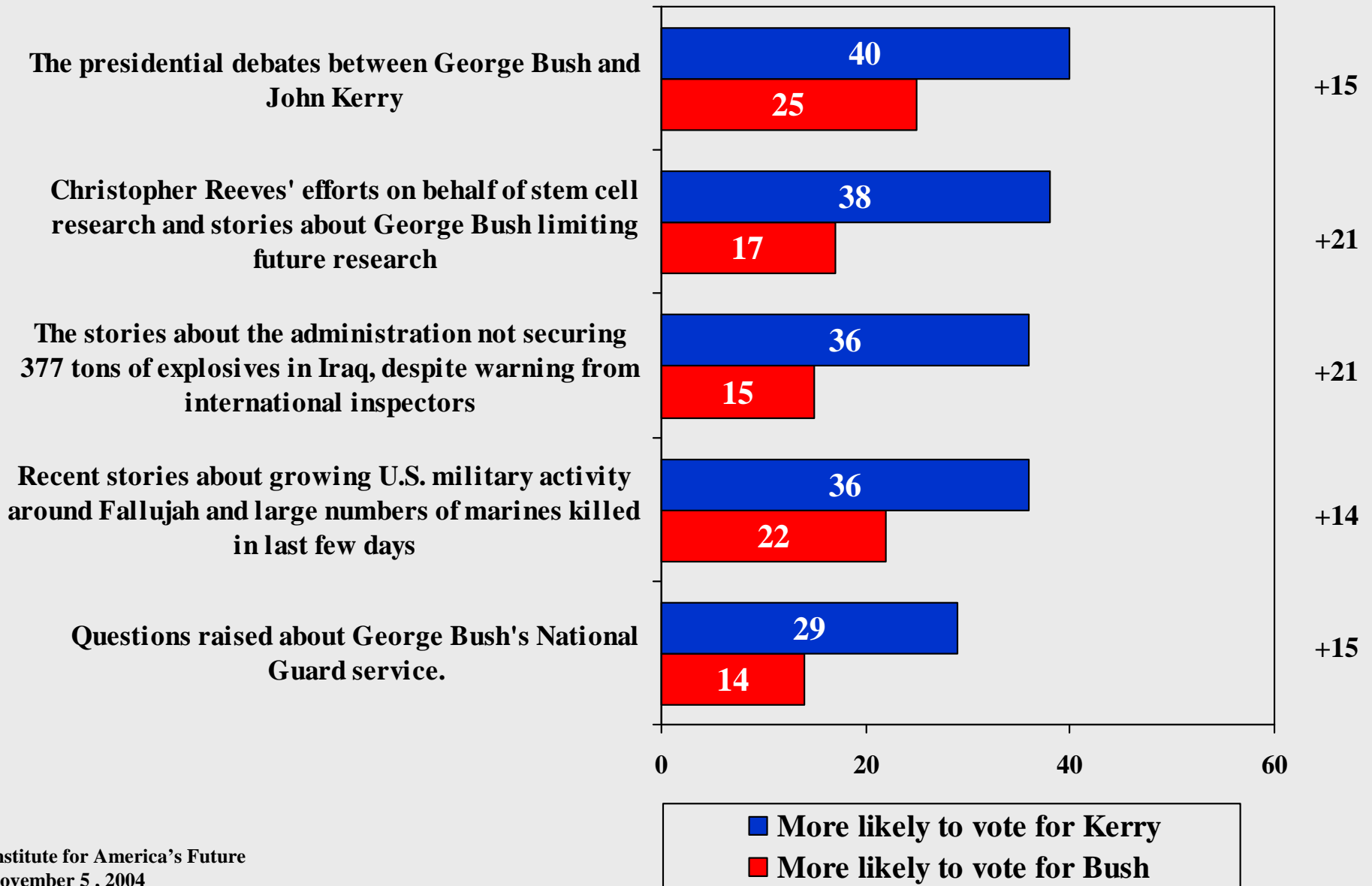
Impact of Events



Impact of Events: Kerry Advantages

More likely to vote Kerry vs. More likely to vote Bush

Net
difference





Impact of Events: Bush Advantages

More likely to vote for Kerry vs. More likely to vote for Bush

Net
difference

