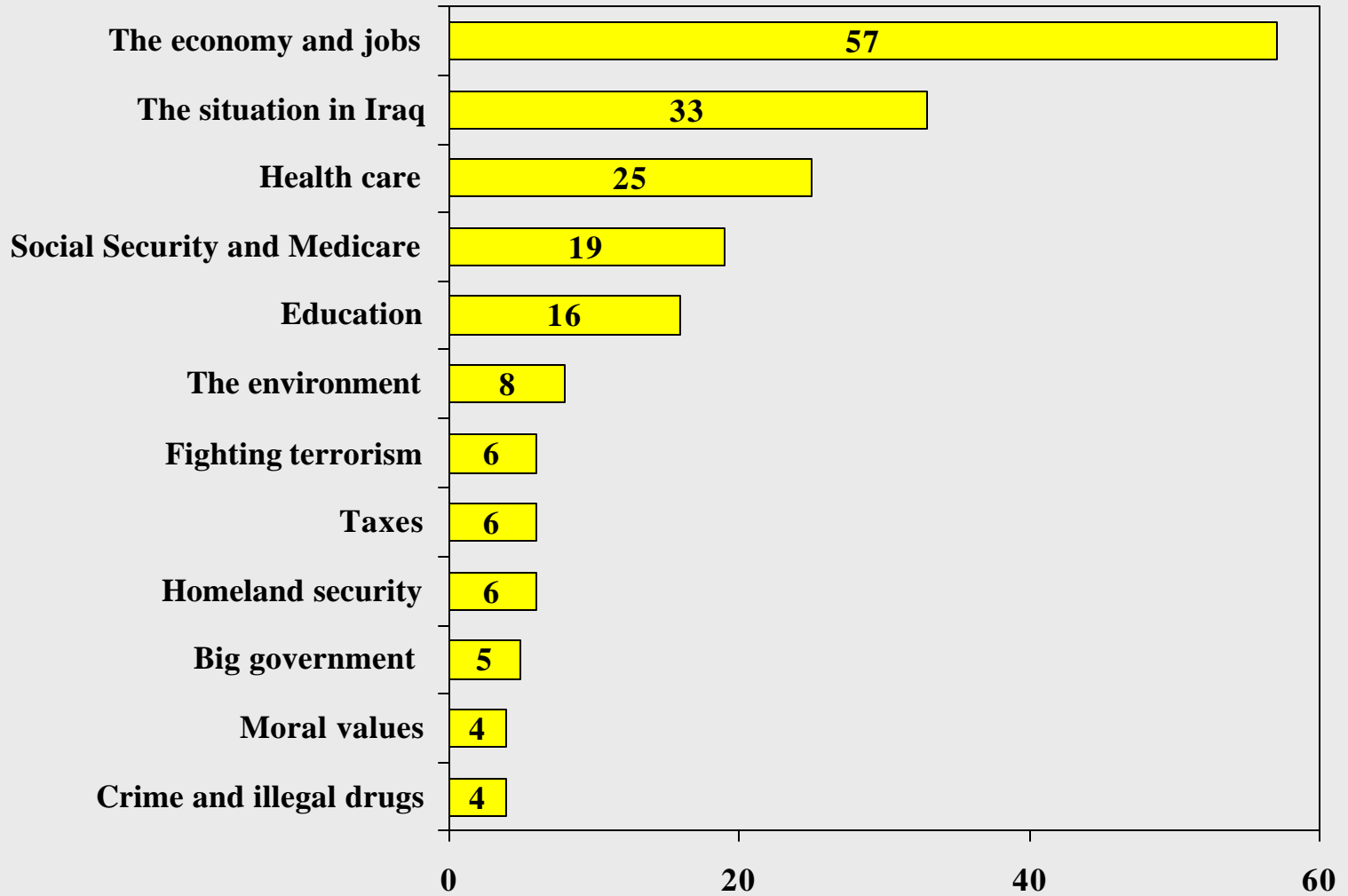


Primary Voters Poll



Concerns: Iowa

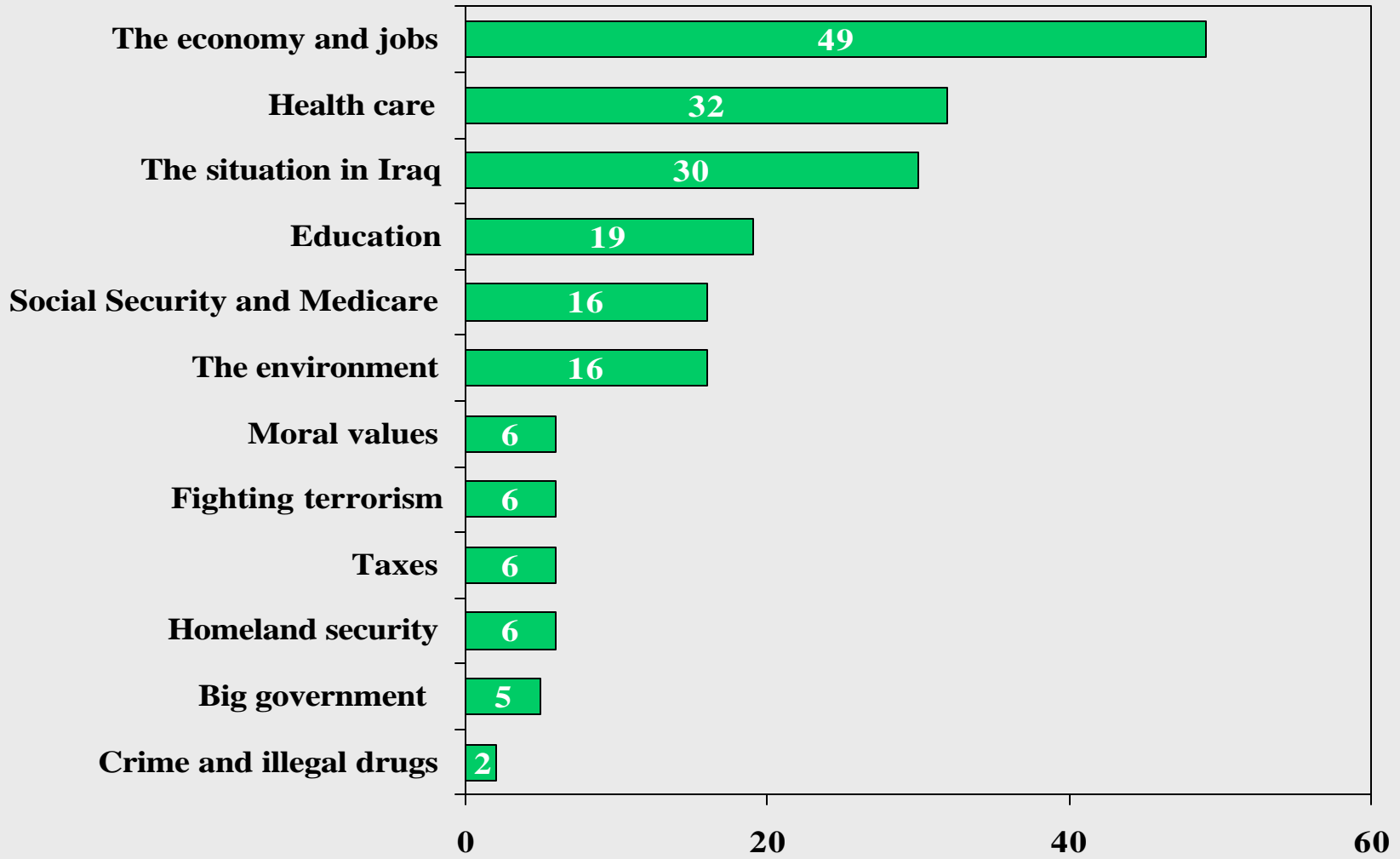
Top Two Concerns





Concerns: New Hampshire

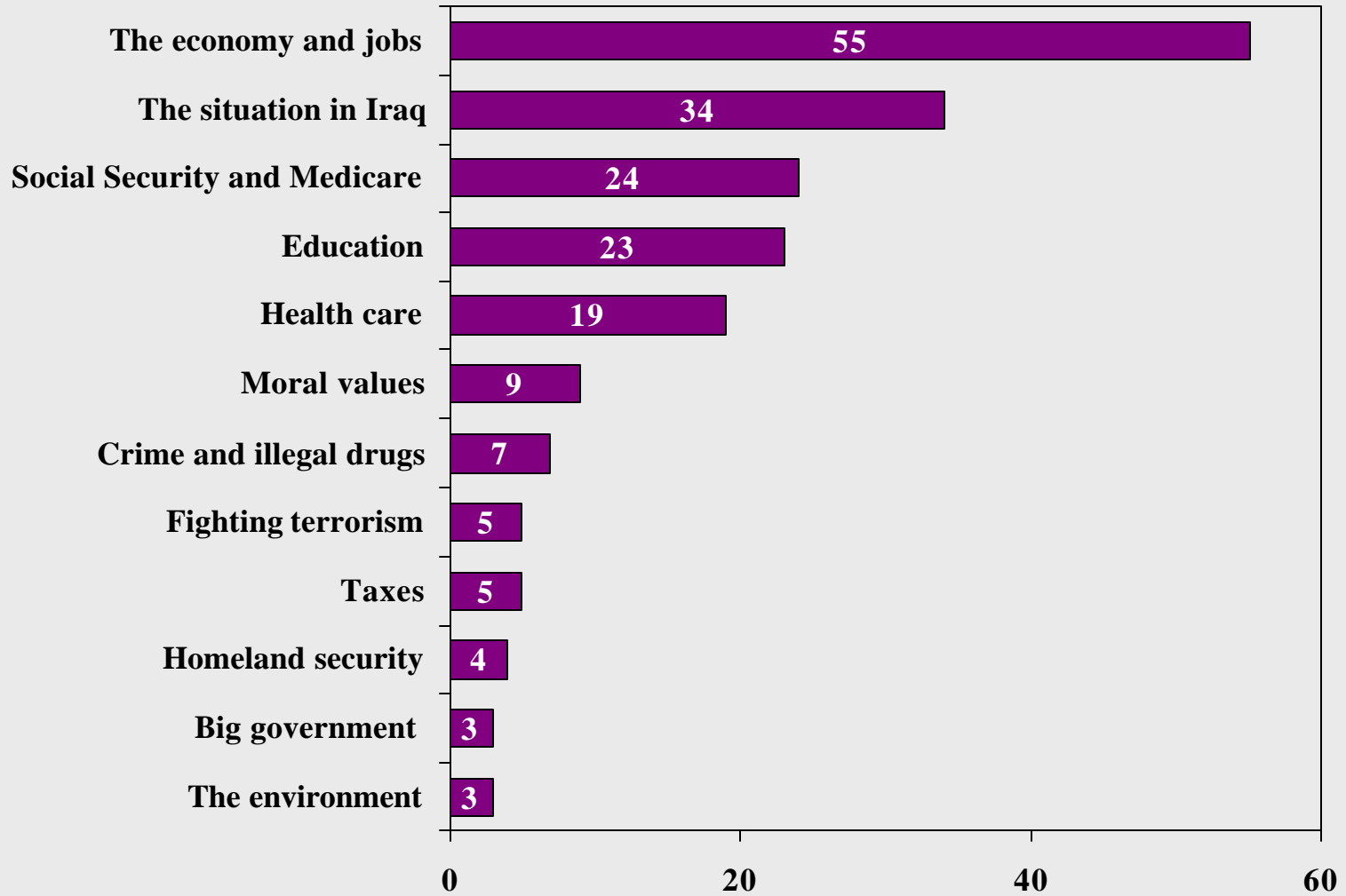
Top Two Concerns





Concerns: South Carolina

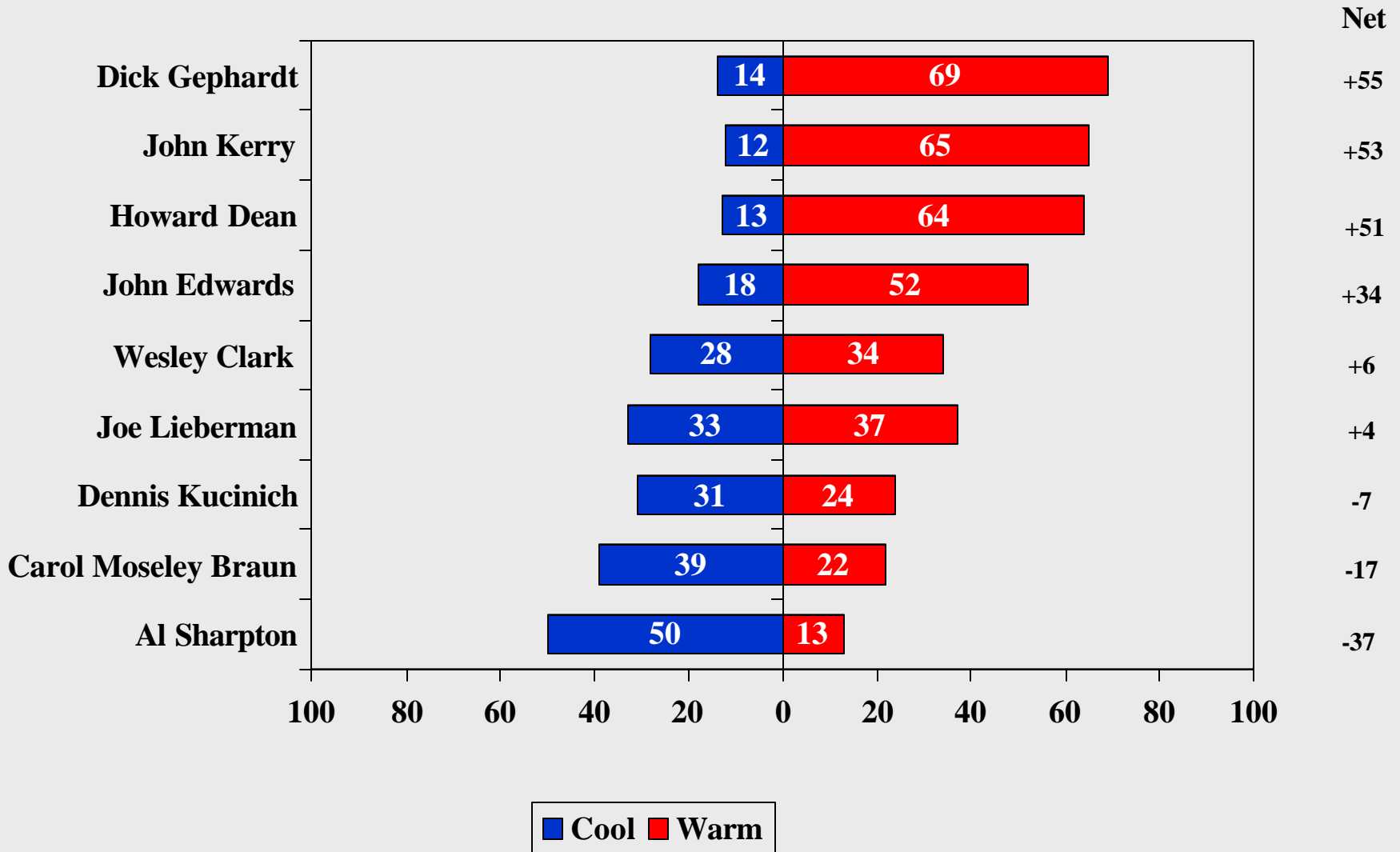
Top Two Concerns





2004 Candidate Thermometer Scores: Iowa

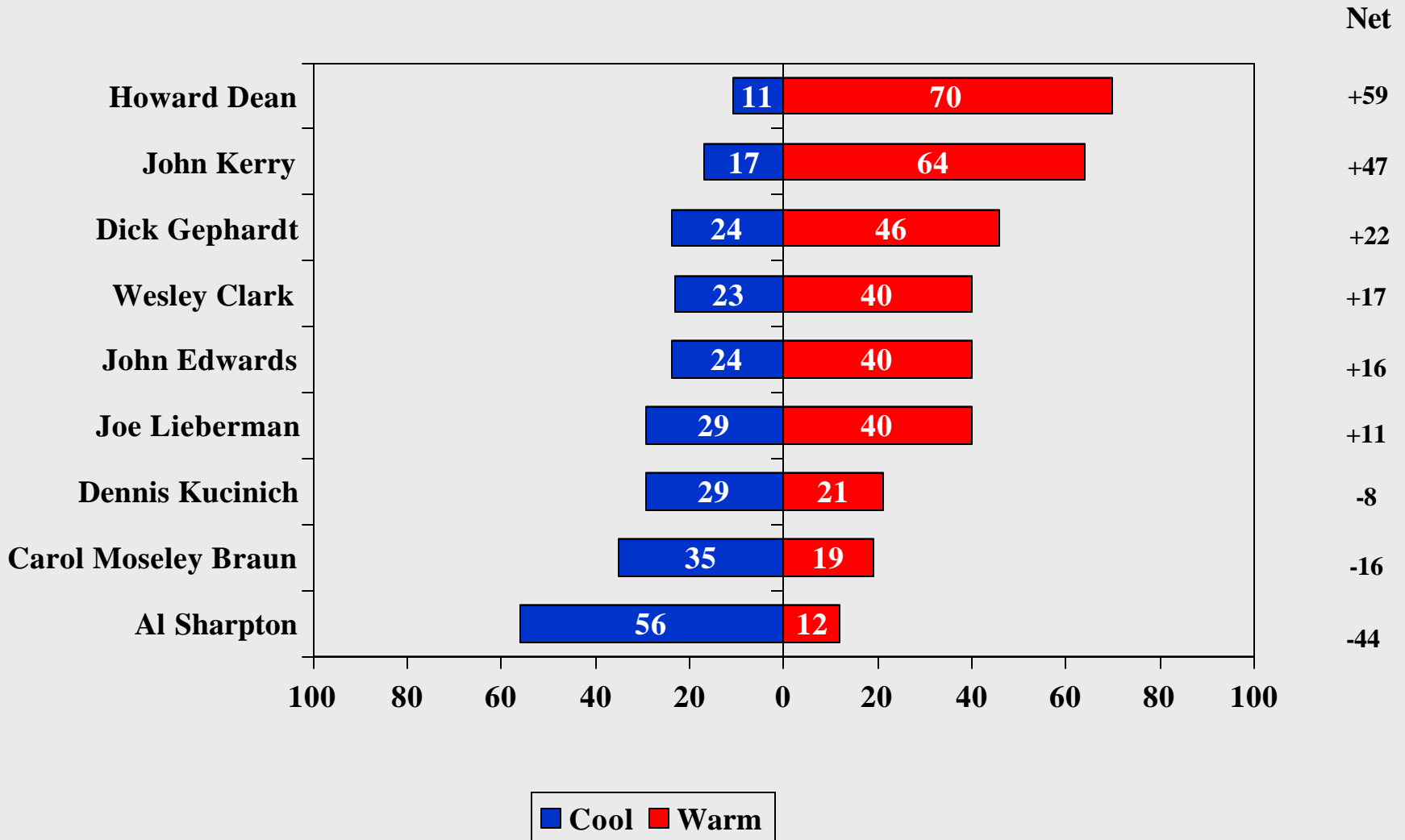
Warm/Cool





2004 Candidate Thermometer Scores: New Hampshire

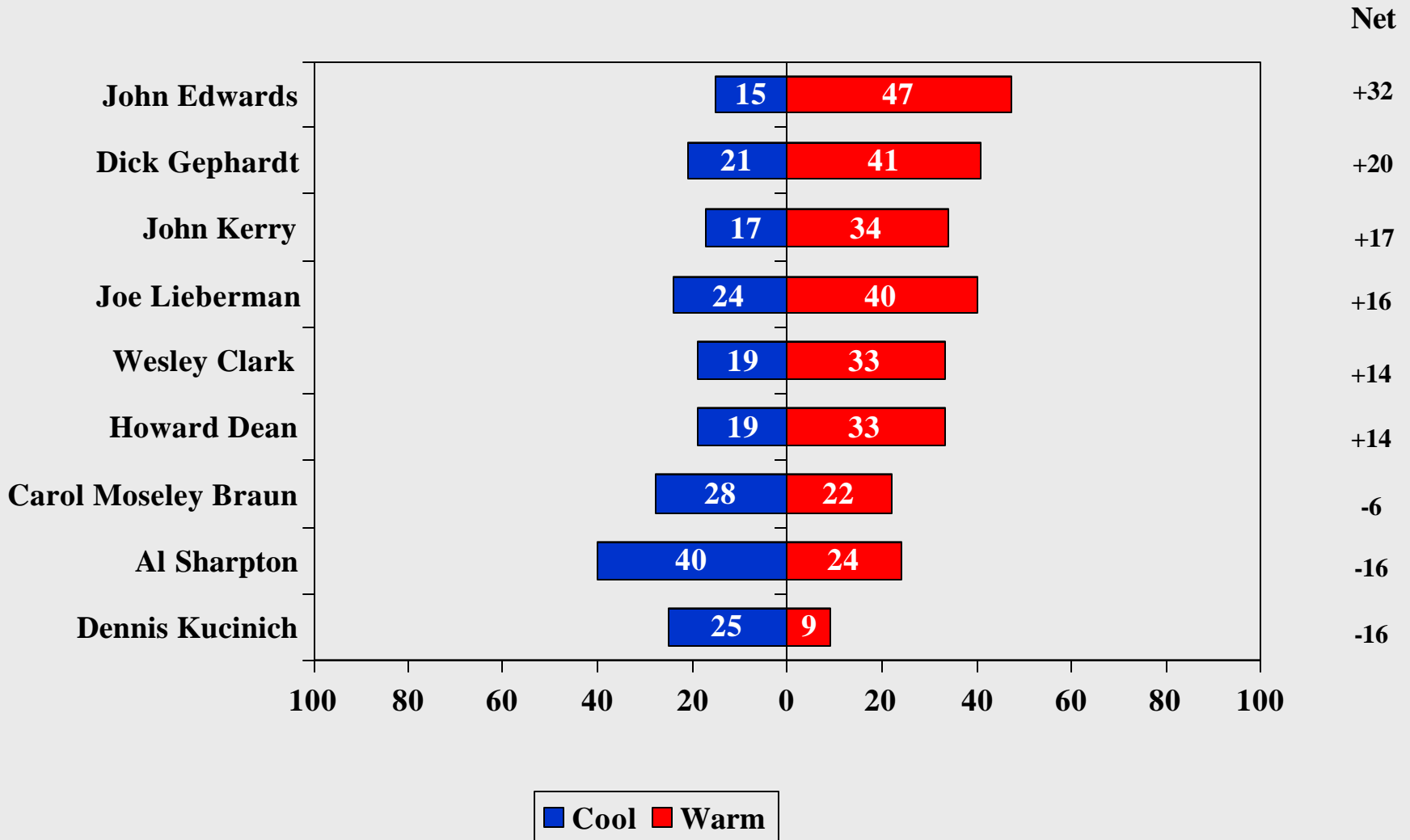
Warm/Cool





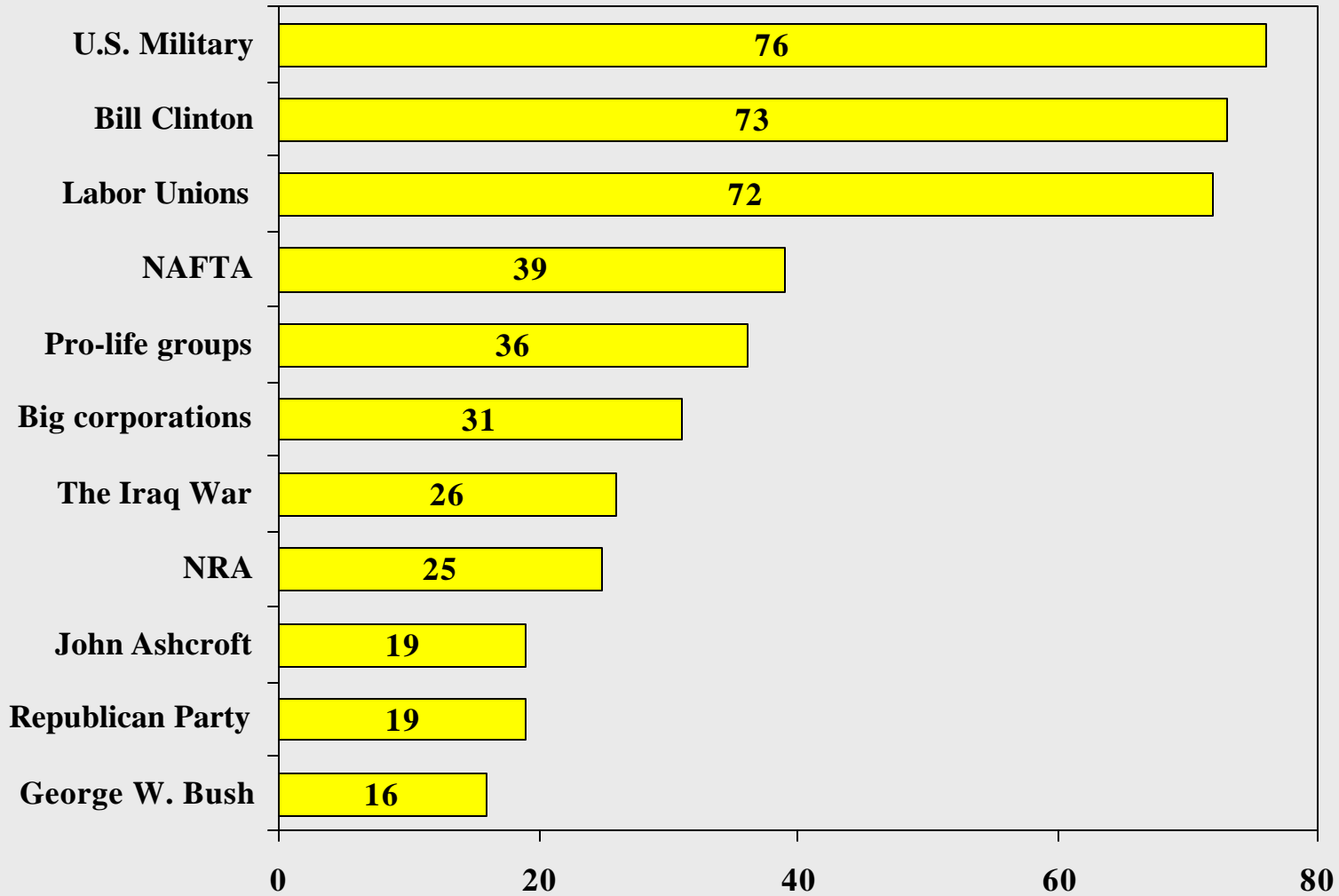
2004 Candidate Thermometer Scores: South Carolina

Warm/Cool



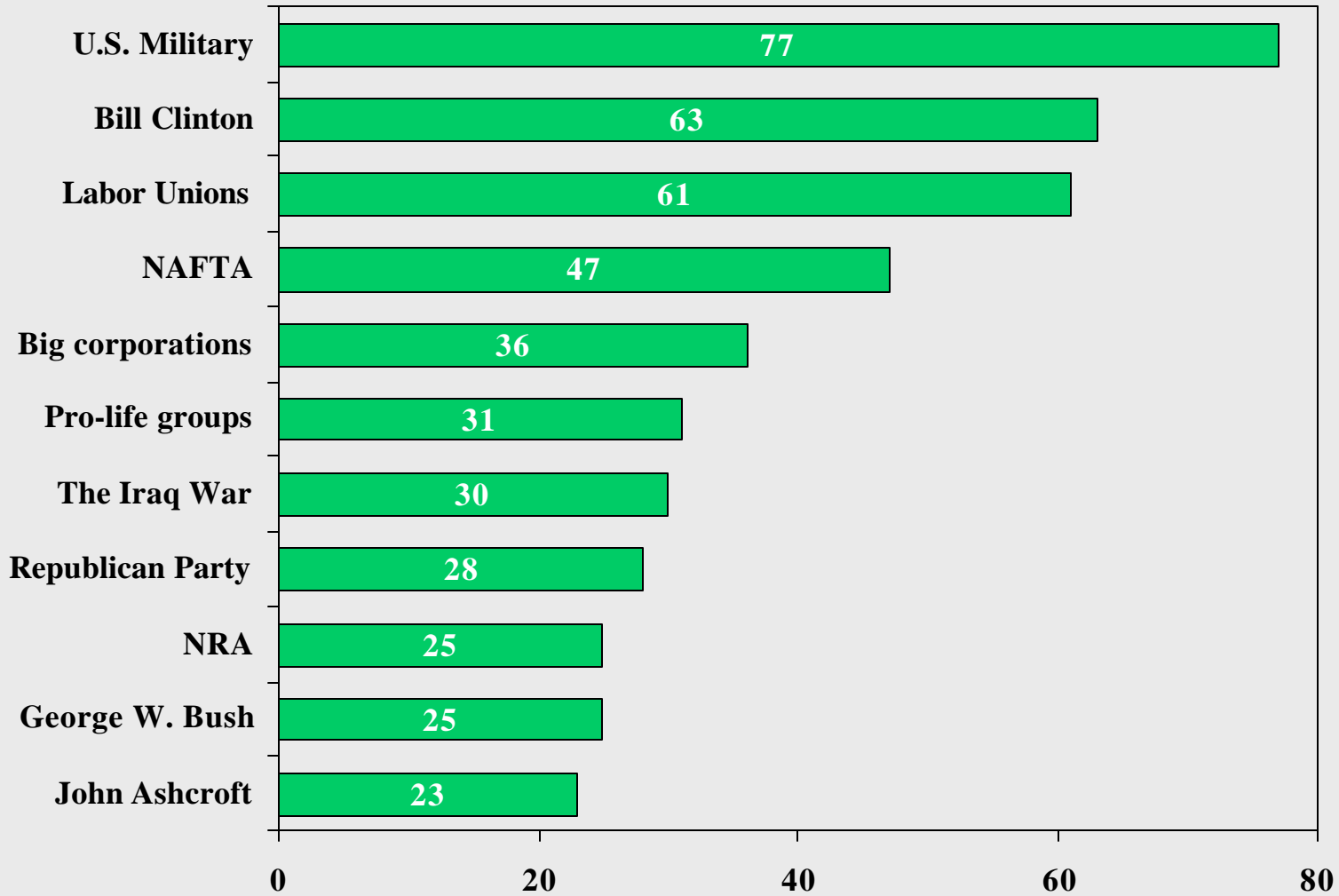


Thermometer Scores: Iowa



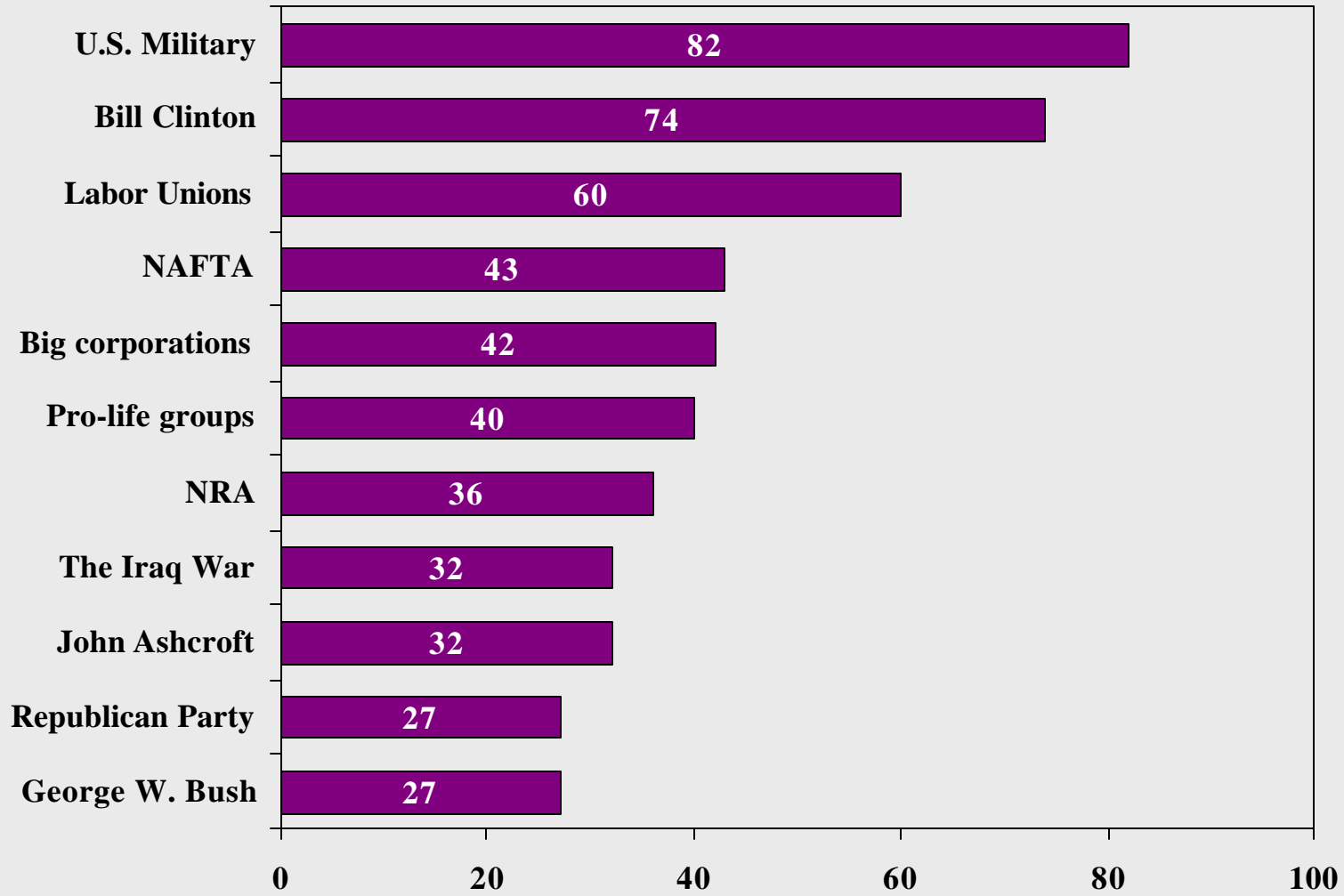


Thermometer Scores: New Hampshire



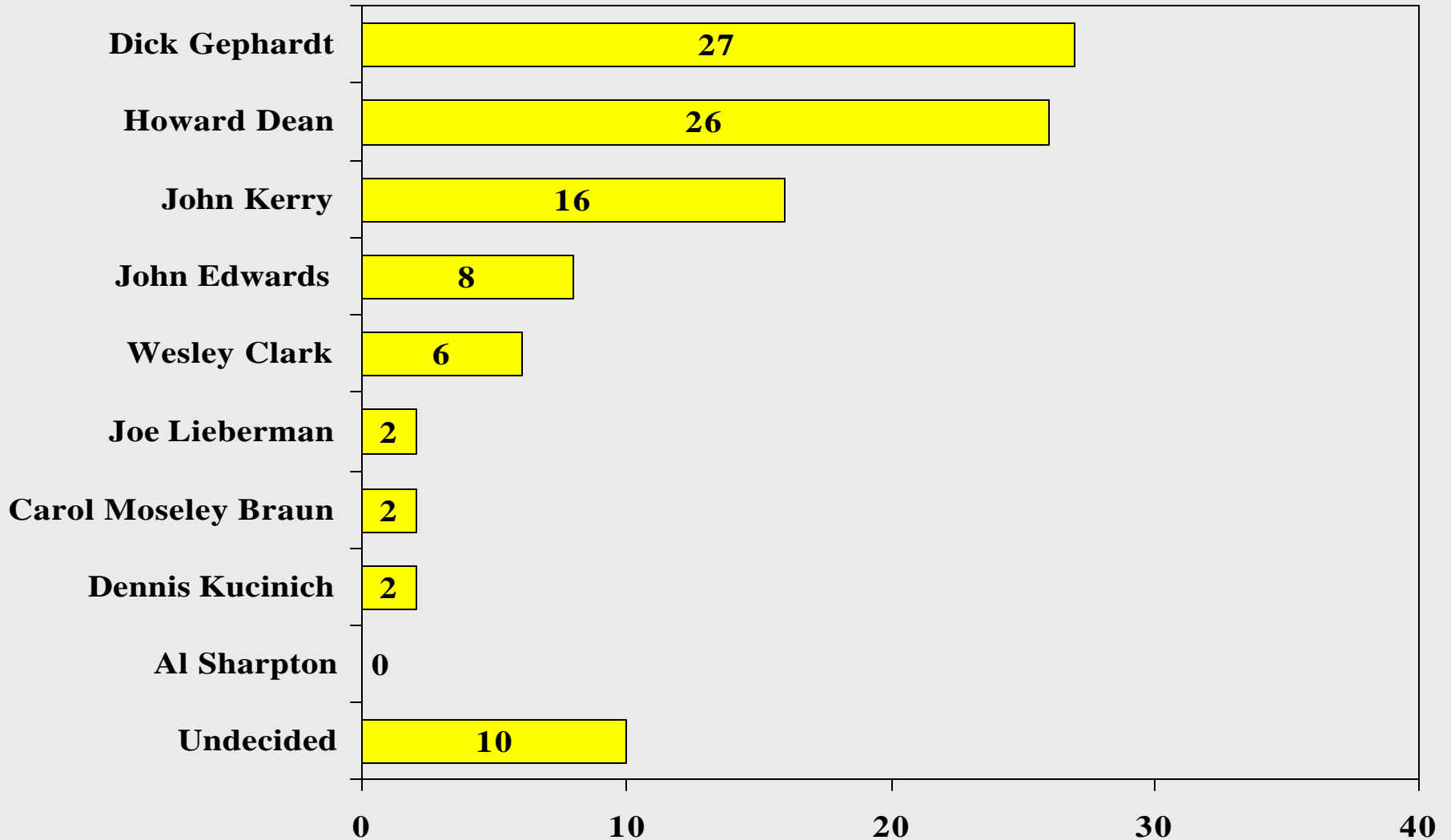


Thermometer Scores: South Carolina



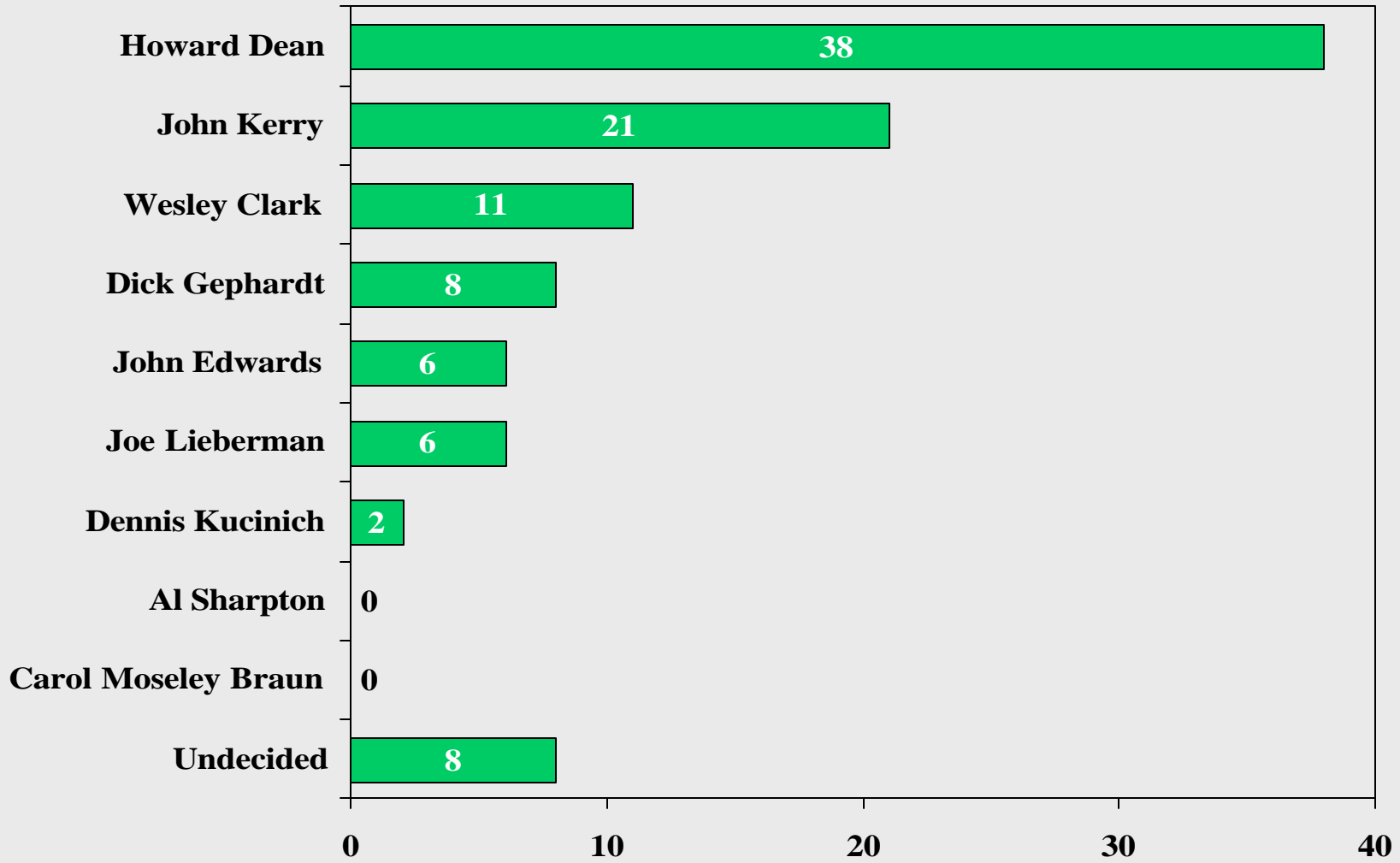


The Democratic Primary Vote: Iowa



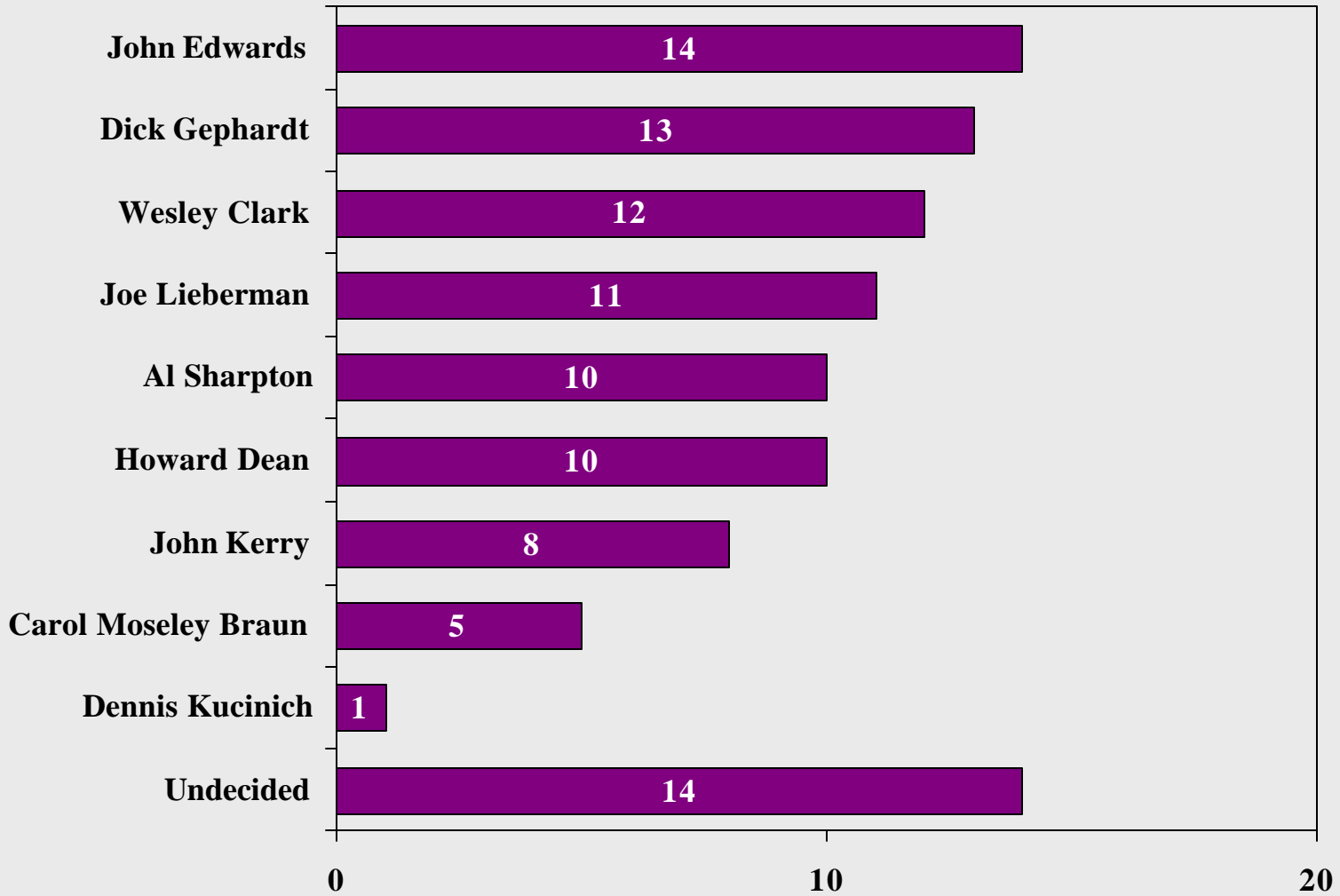


The Democratic Primary Vote : New Hampshire



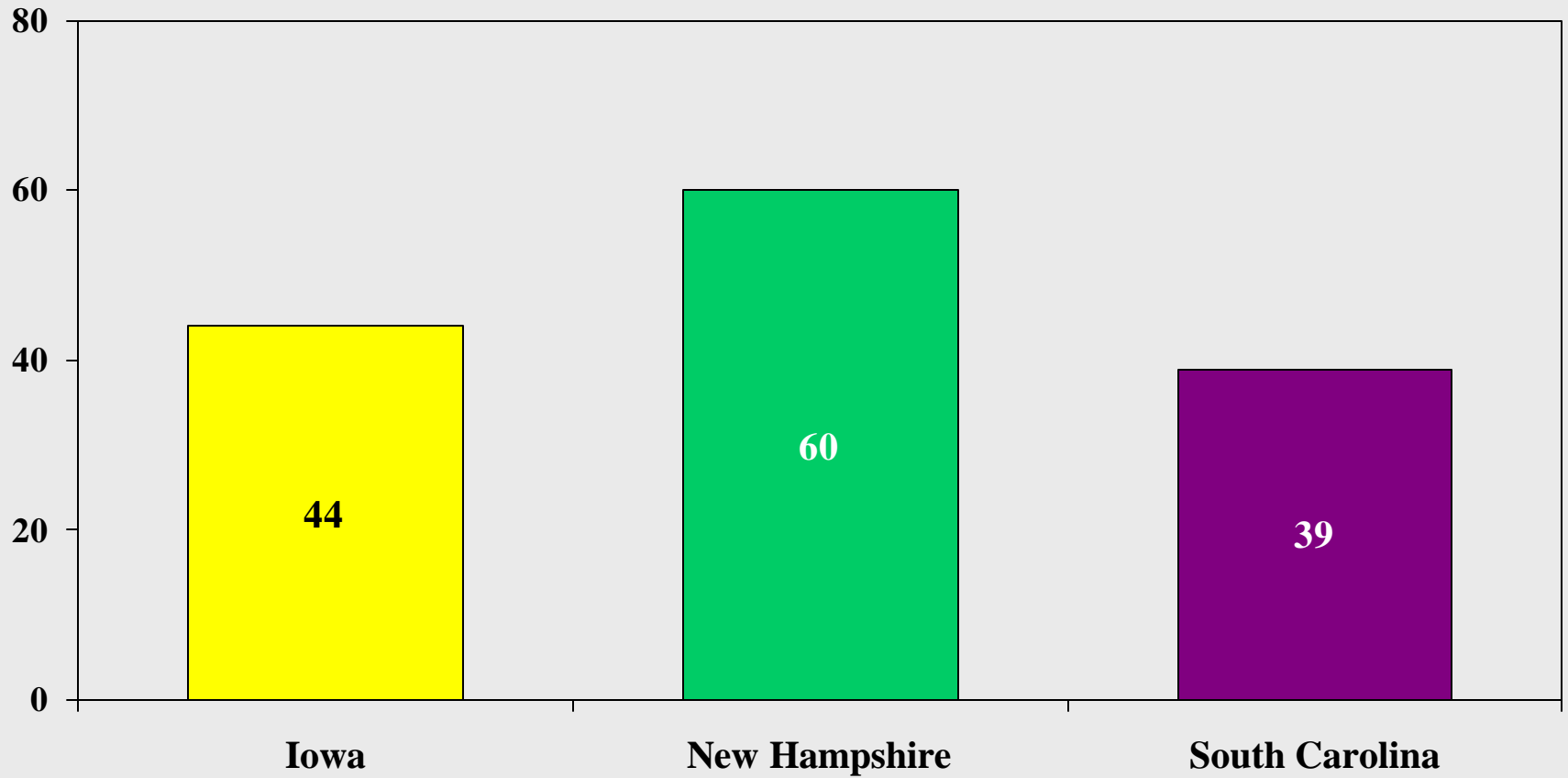


The Democratic Primary Vote: South Carolina





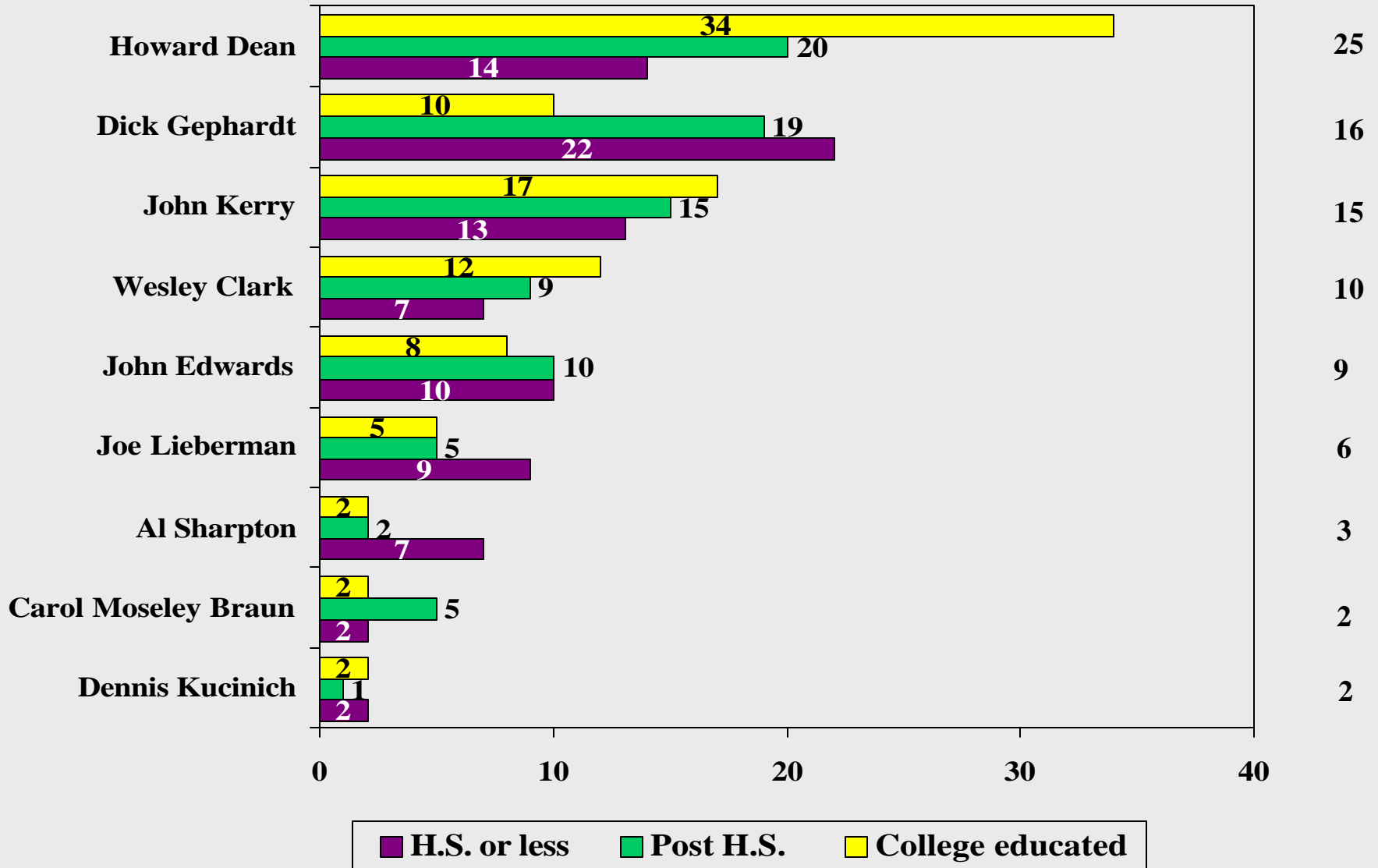
College Graduates





Combined Vote by Education

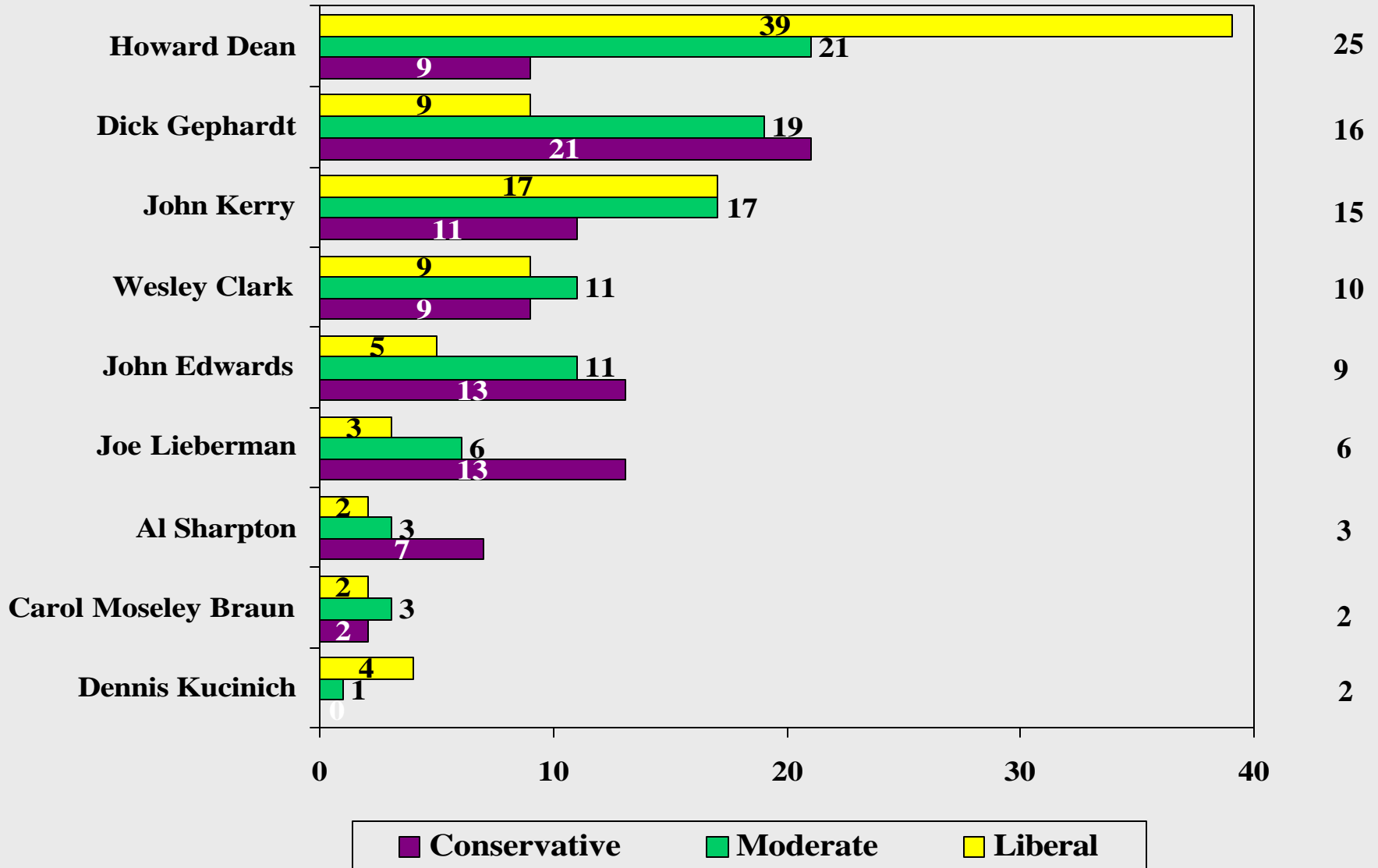
All
primary
voters





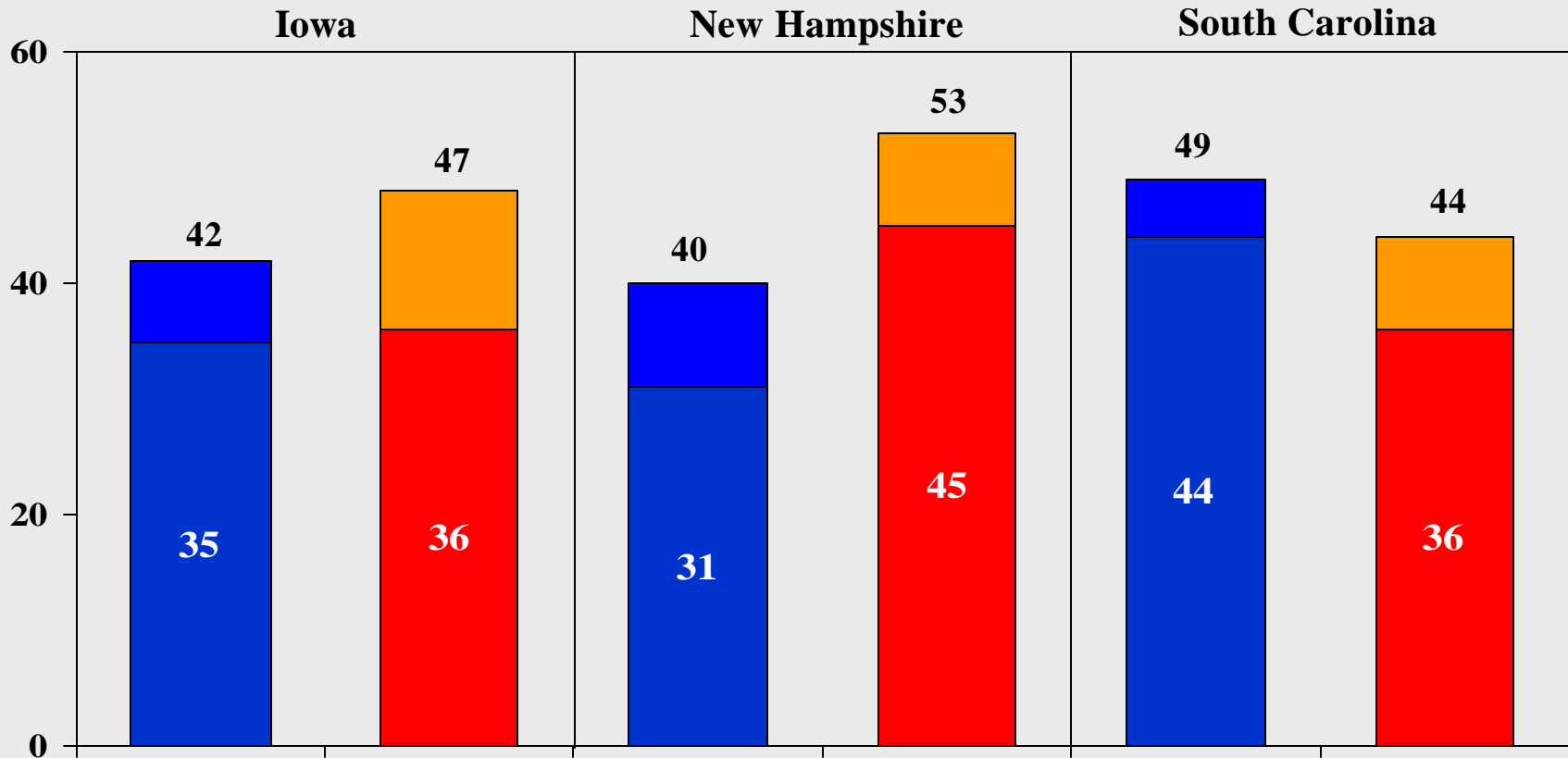
Combined Vote by Ideology

All
primary
voters





Ideology vs. Electability

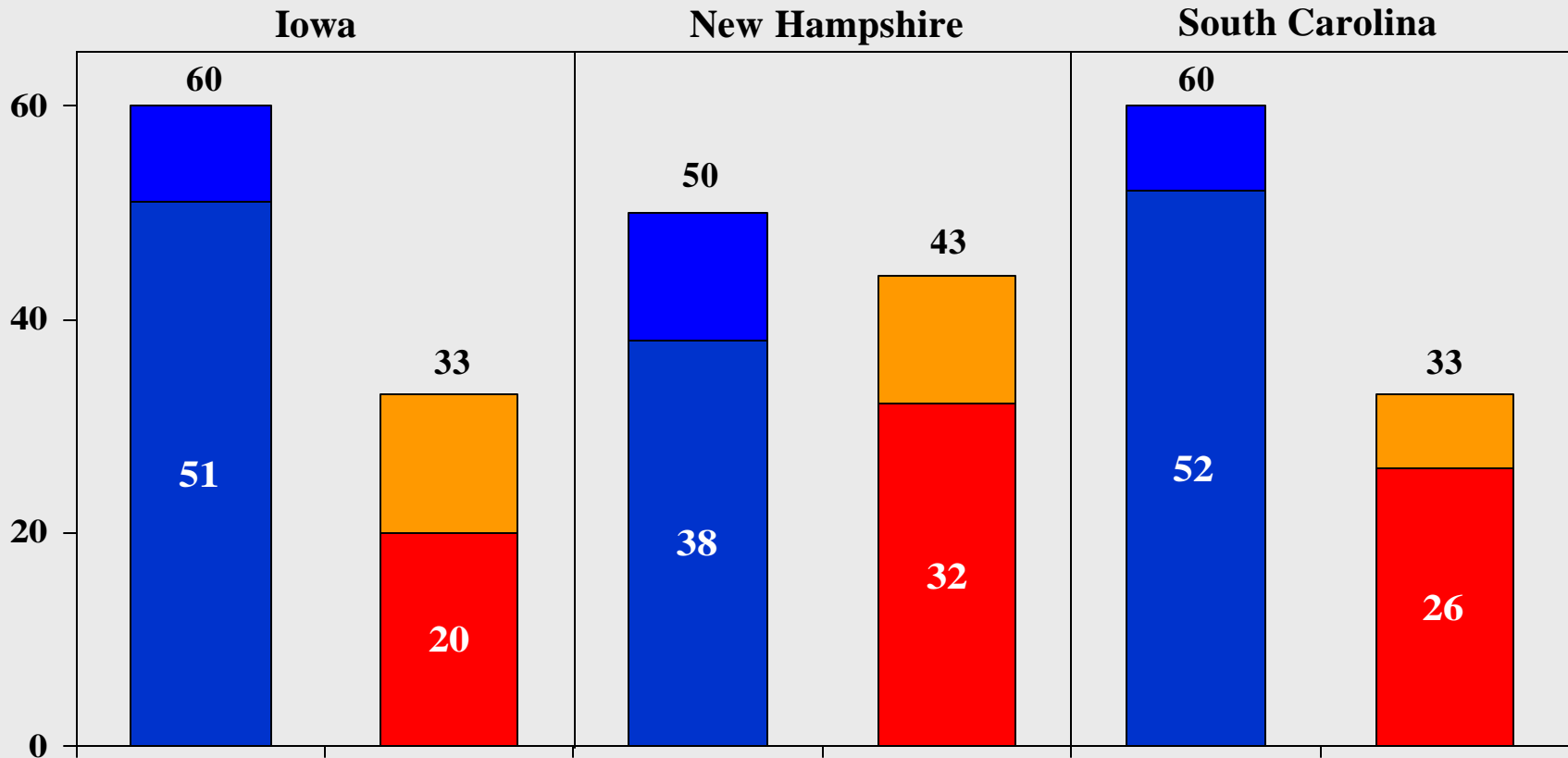


  It is most important for Democrats to nominate a candidate who will most strongly stand up for Democratic principles and values.

  It is most important for Democrats to nominate a candidate with the best chance of defeating George W. Bush.



Core Values vs. Appeal to Independents

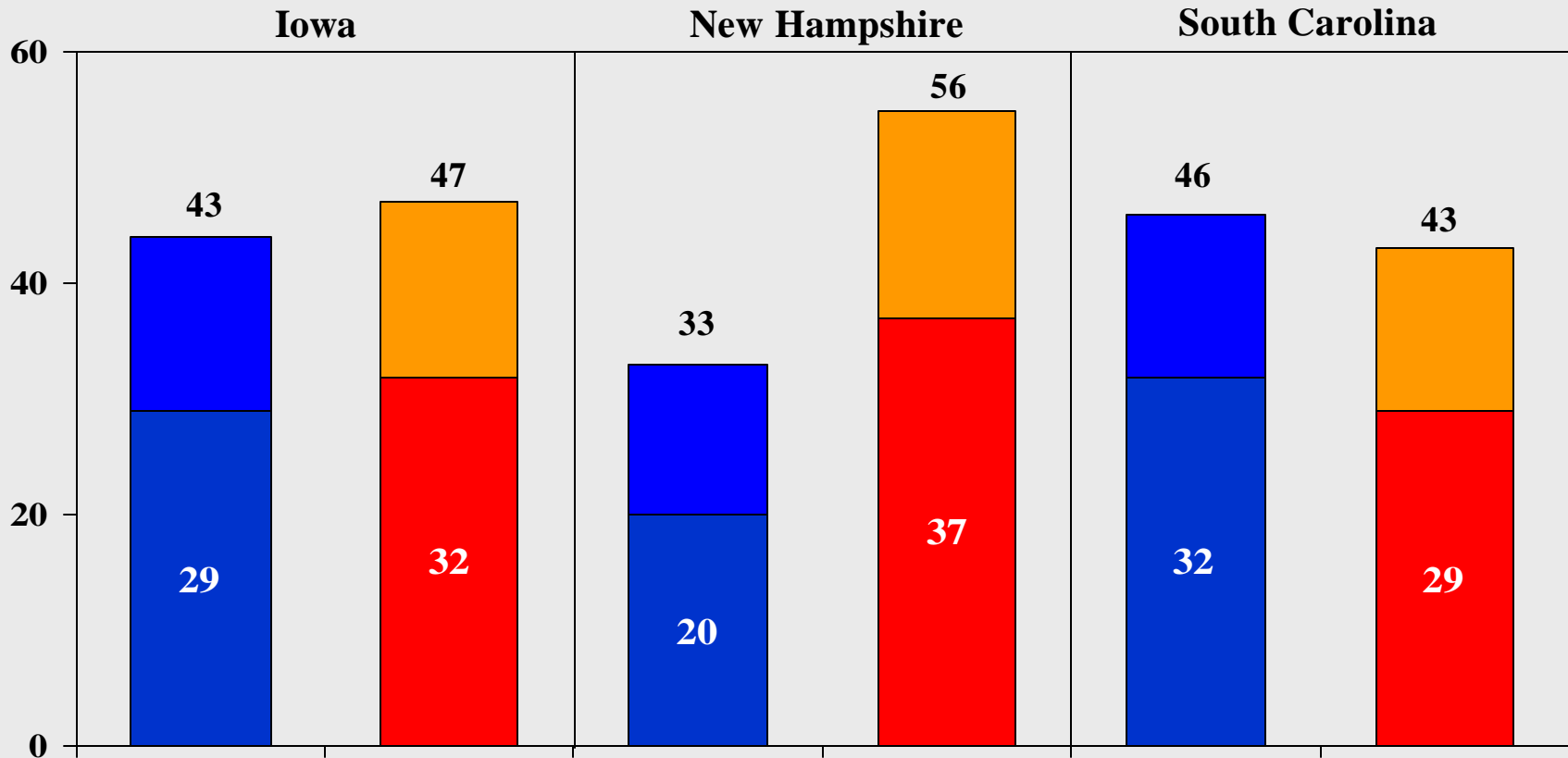






■ ■ Democrats should nominate a candidate who represents the party's core values and will stand up to President Bush.

■ ■ Democrats should nominate a candidate who can appeal broadly to Independent voters.



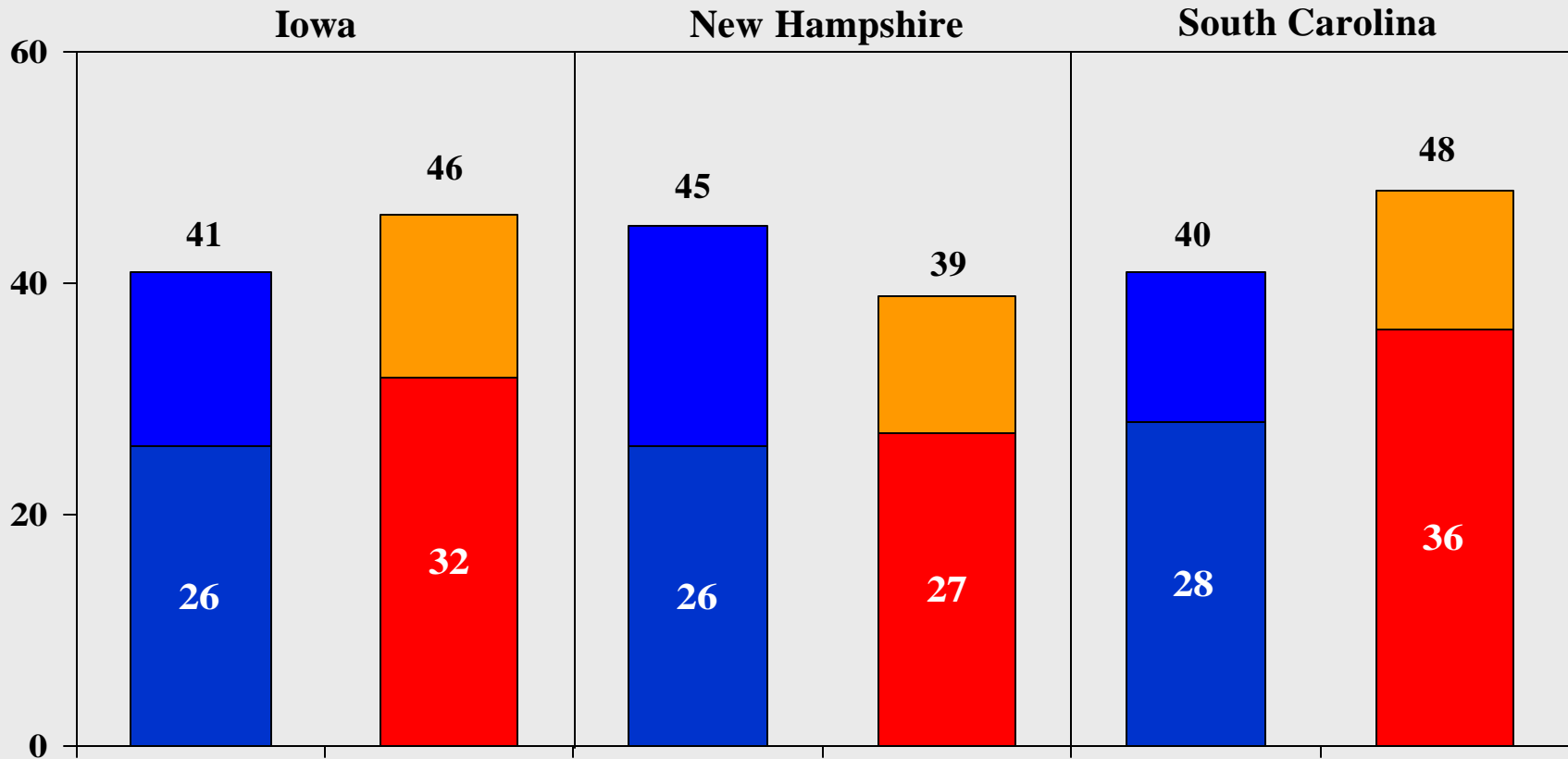
Dems Stood Up to Bush vs. Dems Backed Down



-   **Democrats in Congress have fought hard for the party's priorities and stood up to President Bush when he pursued bad policies.**
-   **Democrats in Congress have failed to fight for the party's priorities and did not stand up to President Bush when he pursued bad policies.**



Pro-NAFTA vs. Anti-NAFTA

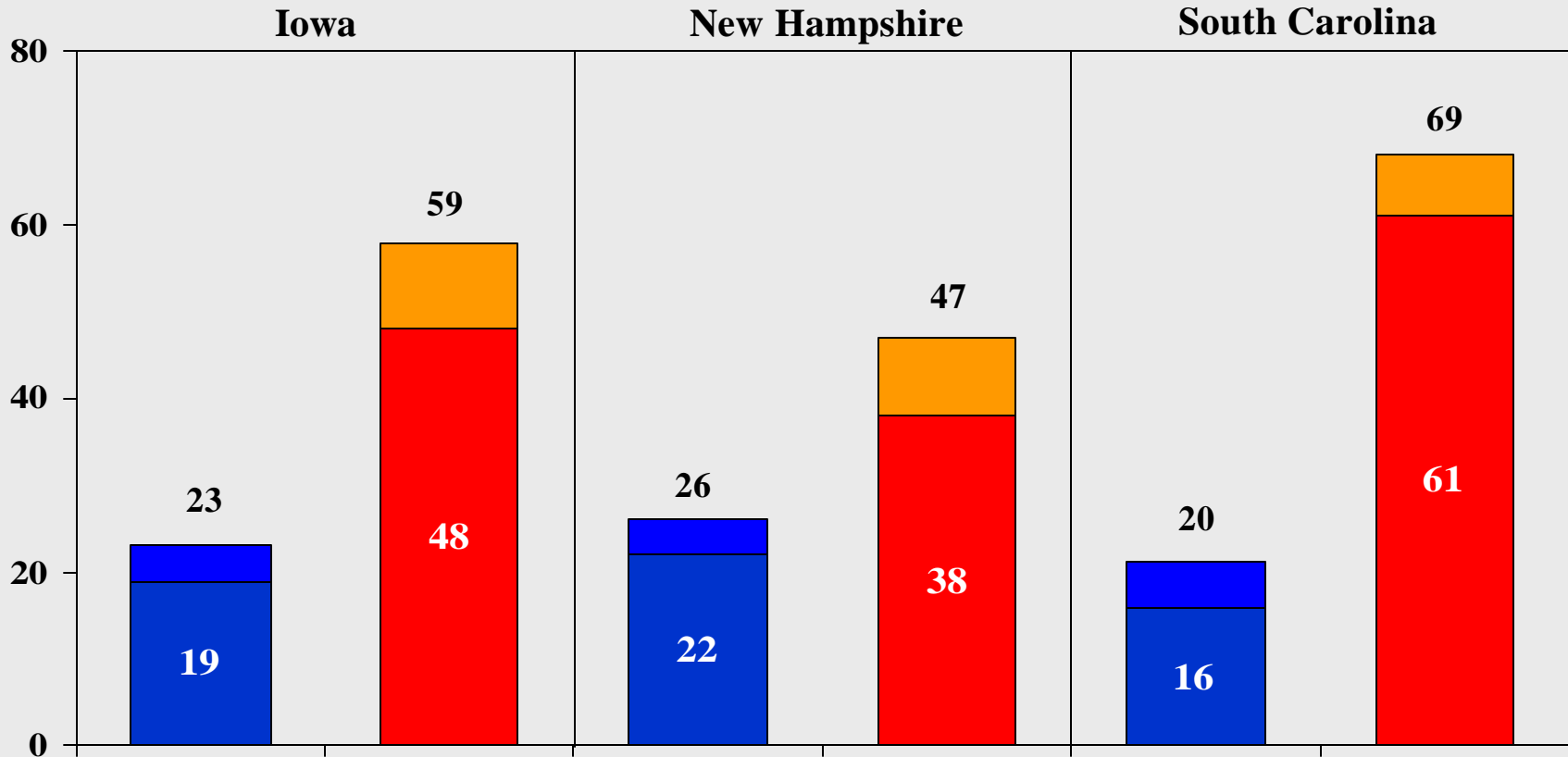


  I want a Democratic nominee who will negotiate treaties, like NAFTA, to expand trade.

  I want a Democratic nominee who will oppose treaties, like NAFTA, that hurt our economy.



Social Issues vs. Economic Issues

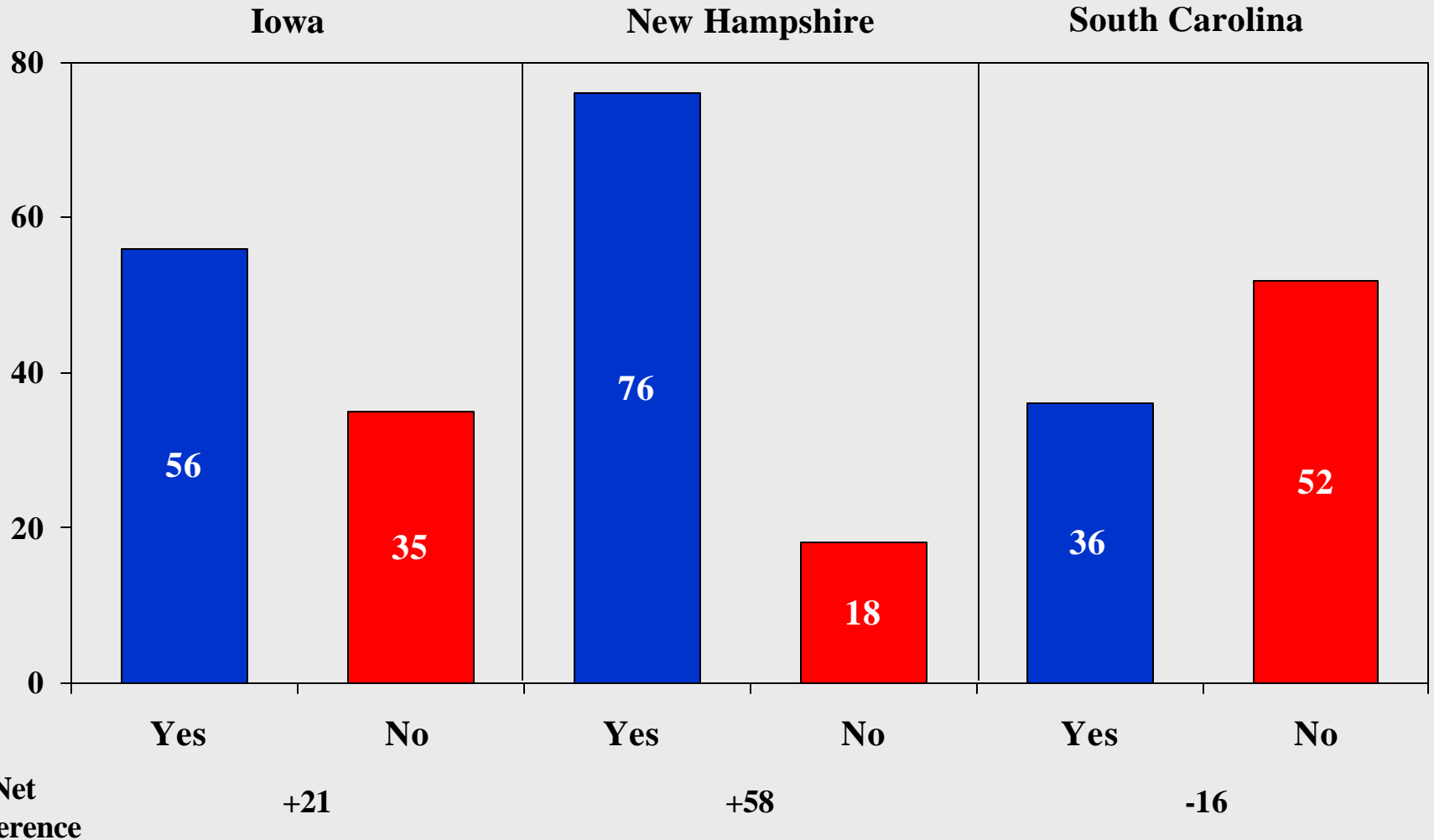


  I want a Democratic nominee who will defend a woman's right to choose, demand greater tolerance for gays and limit access to assault weapons.

  I want a nominee who will stand up to corporate interests and address unemployment and rising health care costs.



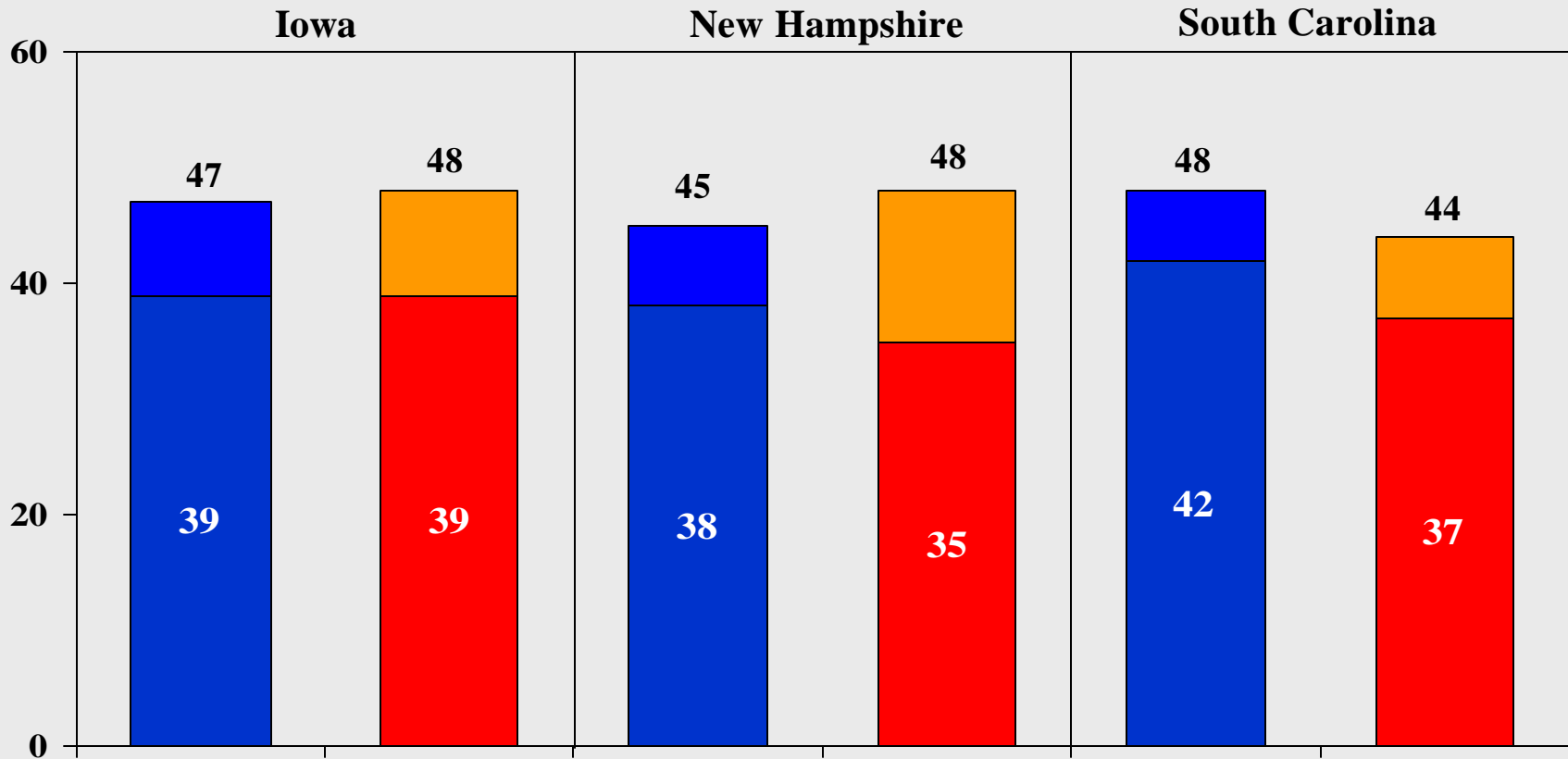
Civil Unions







“Now let me ask you something different. Do you think homosexual couples should be allowed to form legally recognized civil unions, giving them the legal rights of married couples in areas such as health insurance, inheritance, and pension coverage?”



Repeal Entire Tax Cut vs. Repeal Only for the Richest



-   We should repeal the entire Bush tax cut.
-   We should repeal the Bush tax cut for the richest one percent and keep the middle class tax cuts.

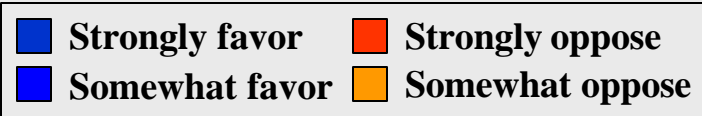
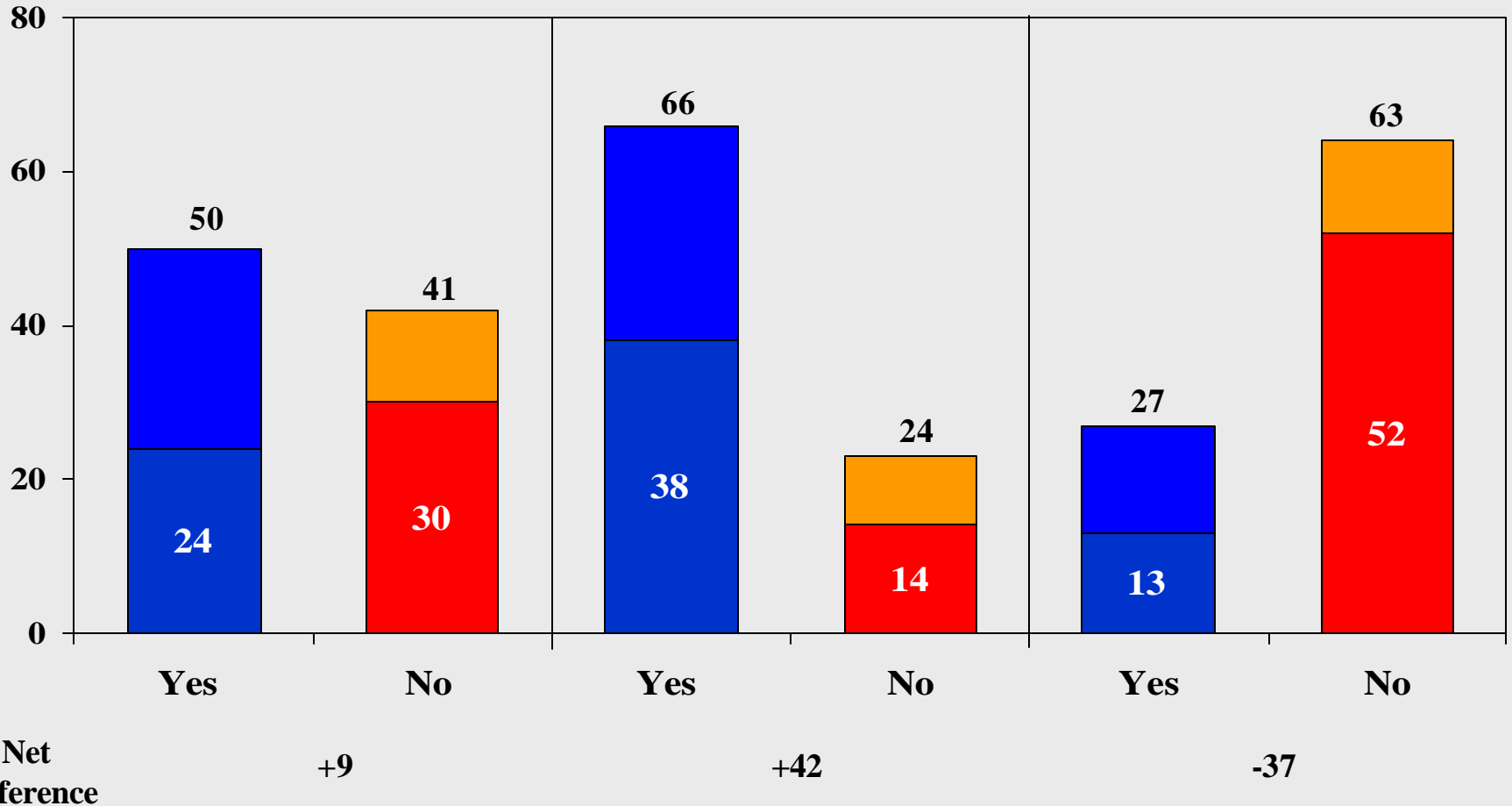


Gay Marriage

Iowa

New Hampshire

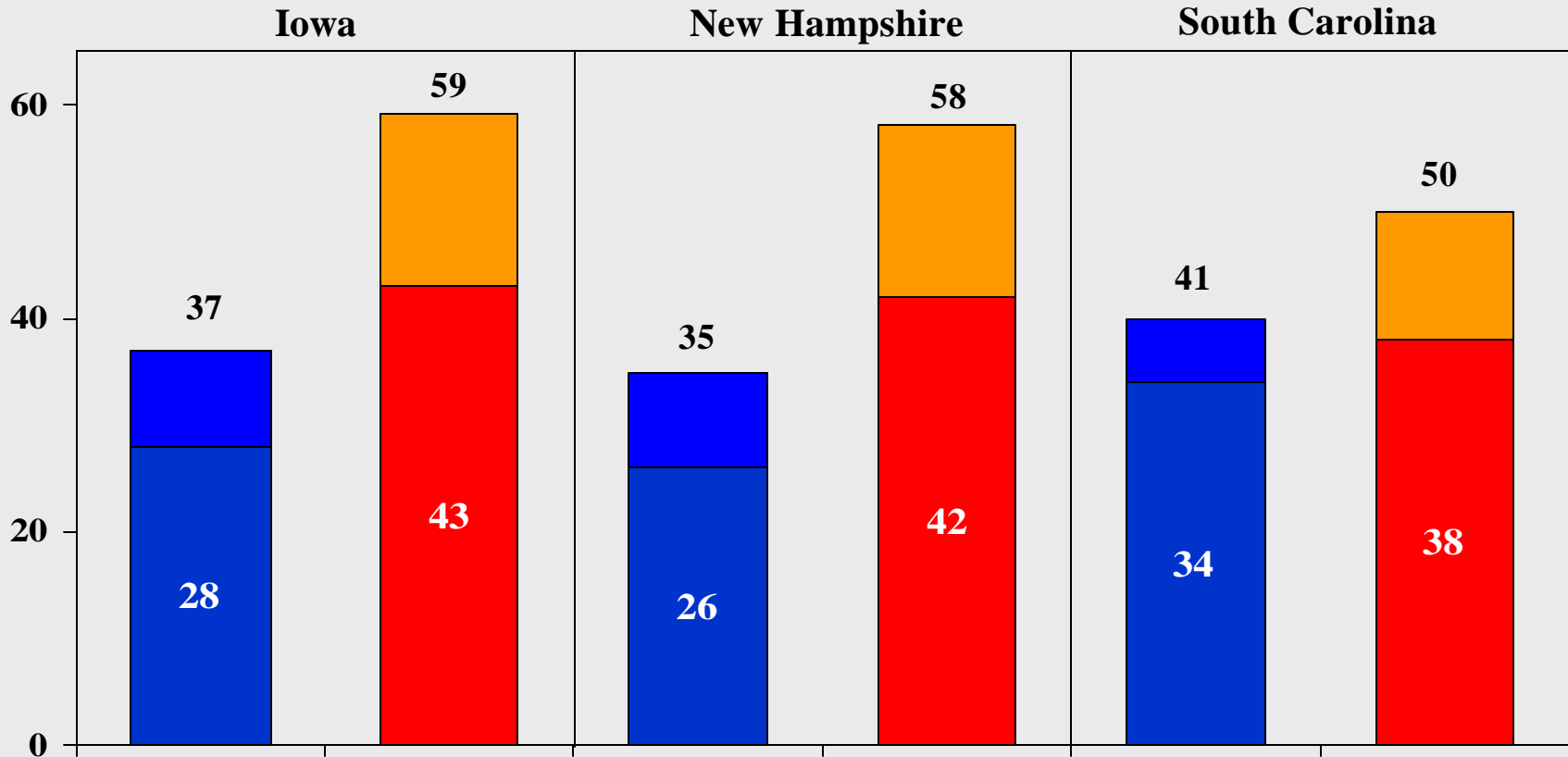
South Carolina





“Would you favor or oppose a law that would allow gay couples to marry?”



Always Opposed War vs. Supported but Critical

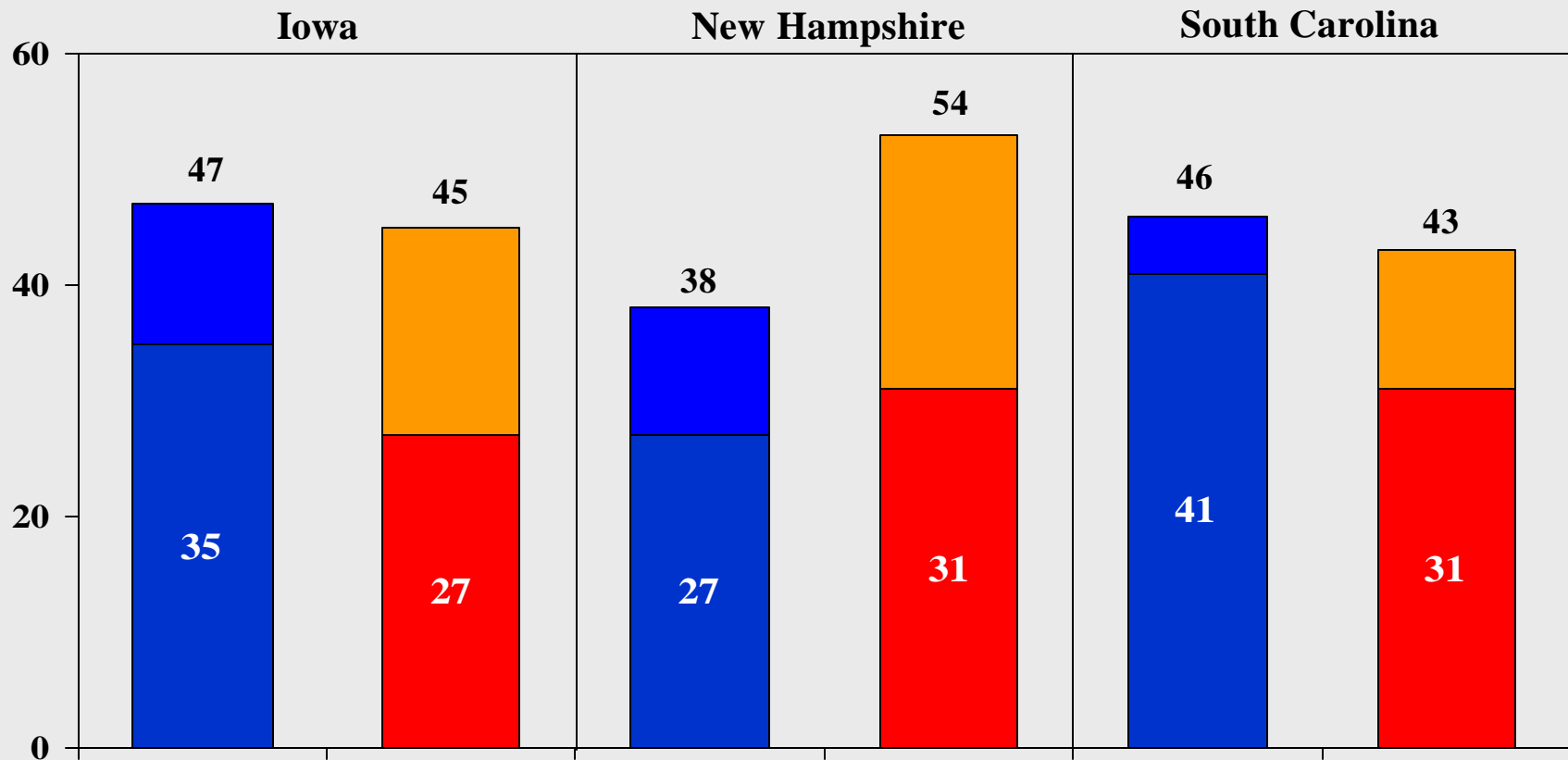






  I want a Democratic nominee who opposed the Iraq war from the beginning.

  I want a Democratic nominee who supported military action against Saddam Hussein but was critical of Bush for failing to win international support for the war.



Opposes \$87 Billion vs. Reluctantly Supports

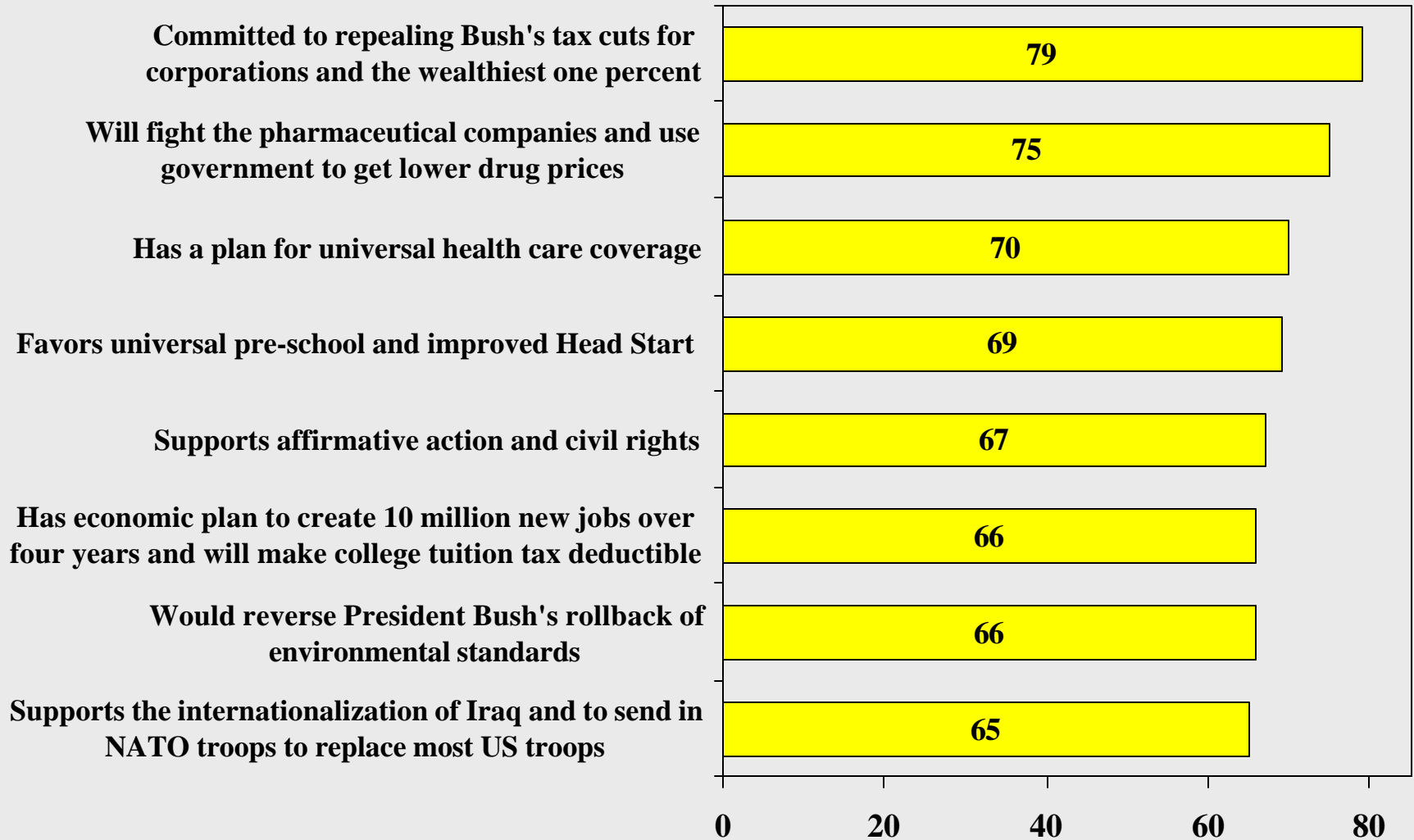


-   I want a Democratic nominee who opposes the eighty seven billion dollars for Iraq because we need the money to take care of America.
-   I want a Democratic nominee who reluctantly supports the eight seven billion dollars for Iraq because we must support our troops and can not abandon Iraq until we get international support.



Importance of Issue on Vote: Iowa

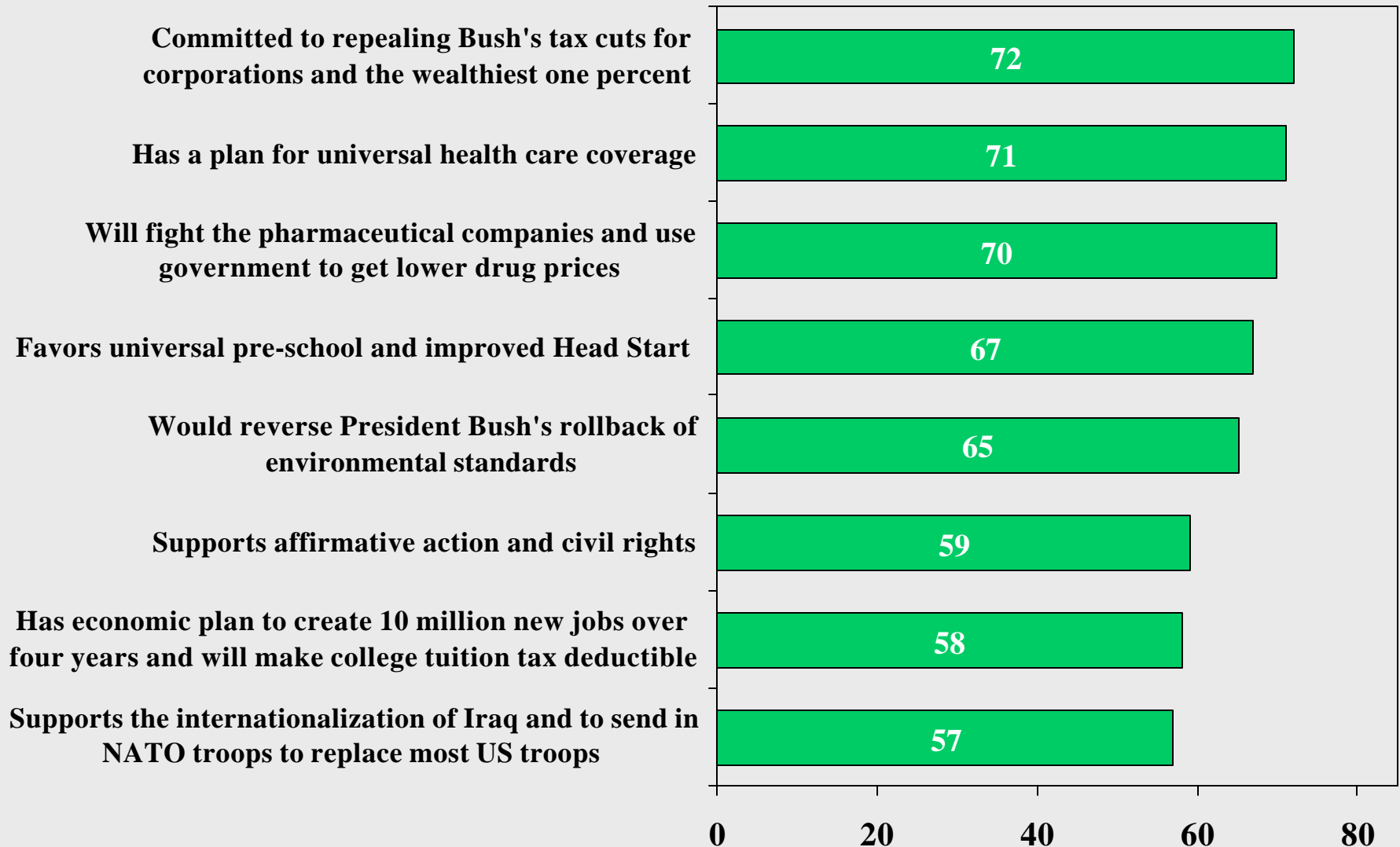
Top Tier: Percent “Very Important”





Importance of Issue on Vote: New Hampshire

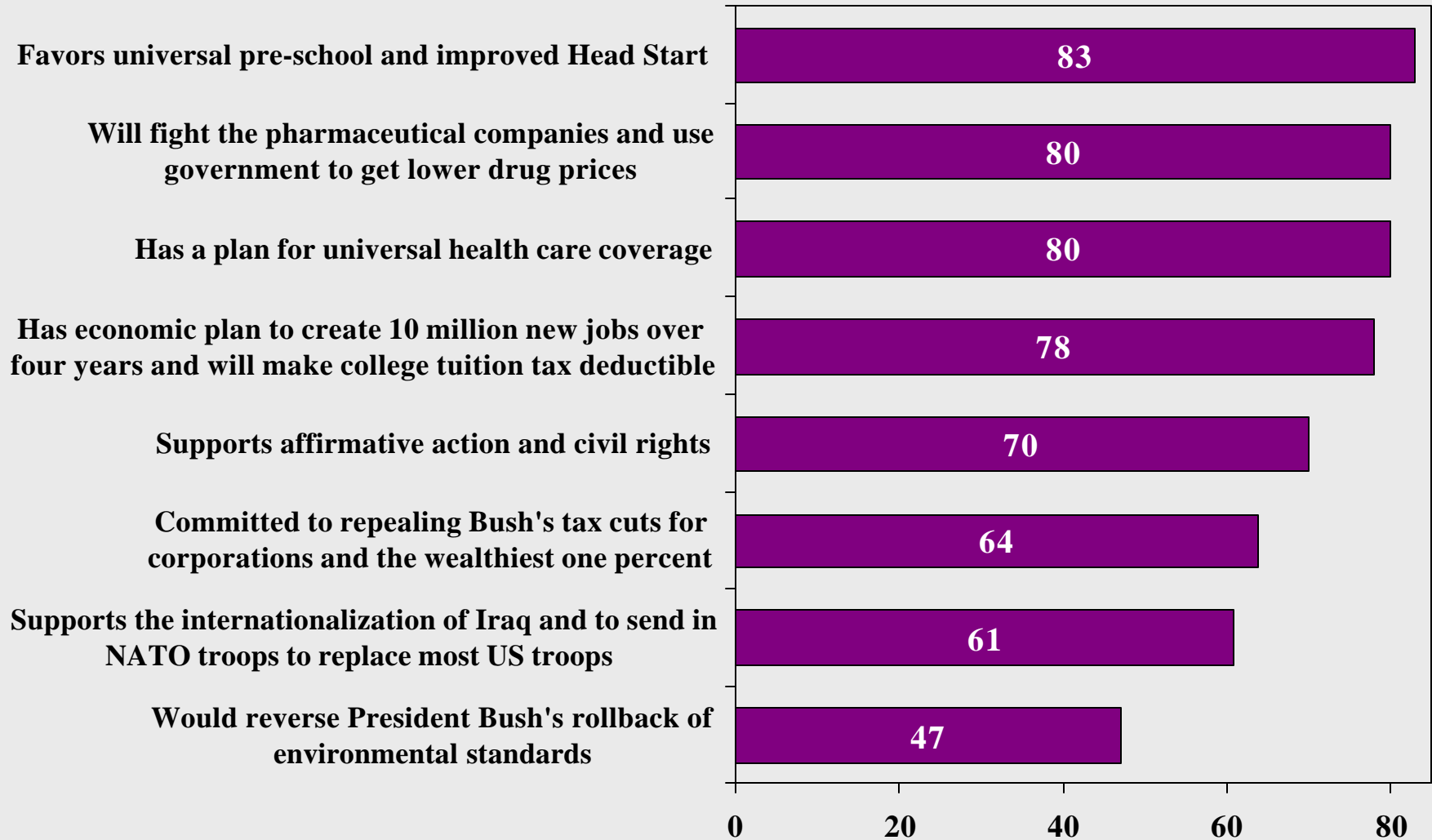
Top Tier: Percent “Very Important”





Importance of Issue on Vote: South Carolina

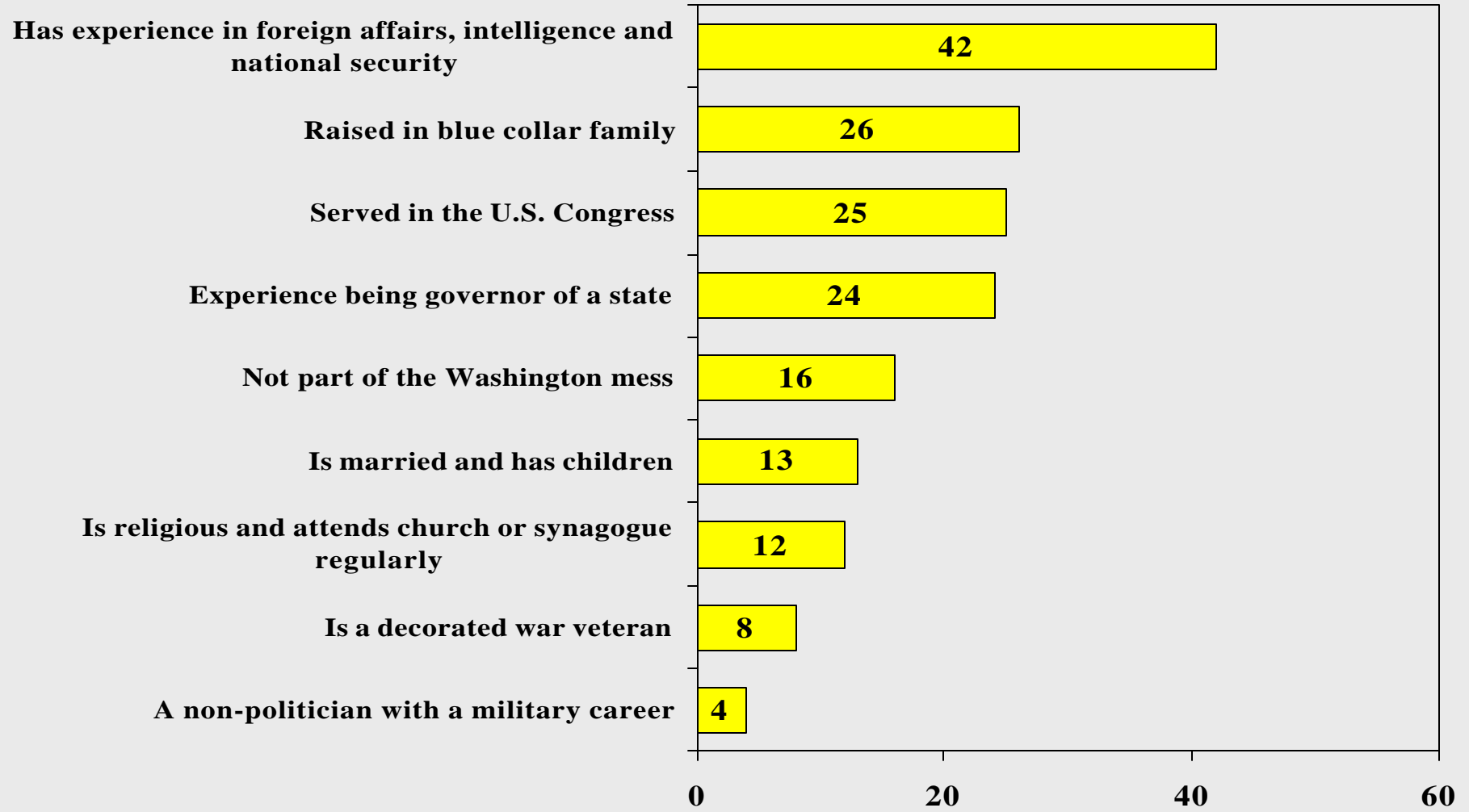
Top Tier: Percent “Very Important”





Most Important Attributes of a Nominee: Iowa

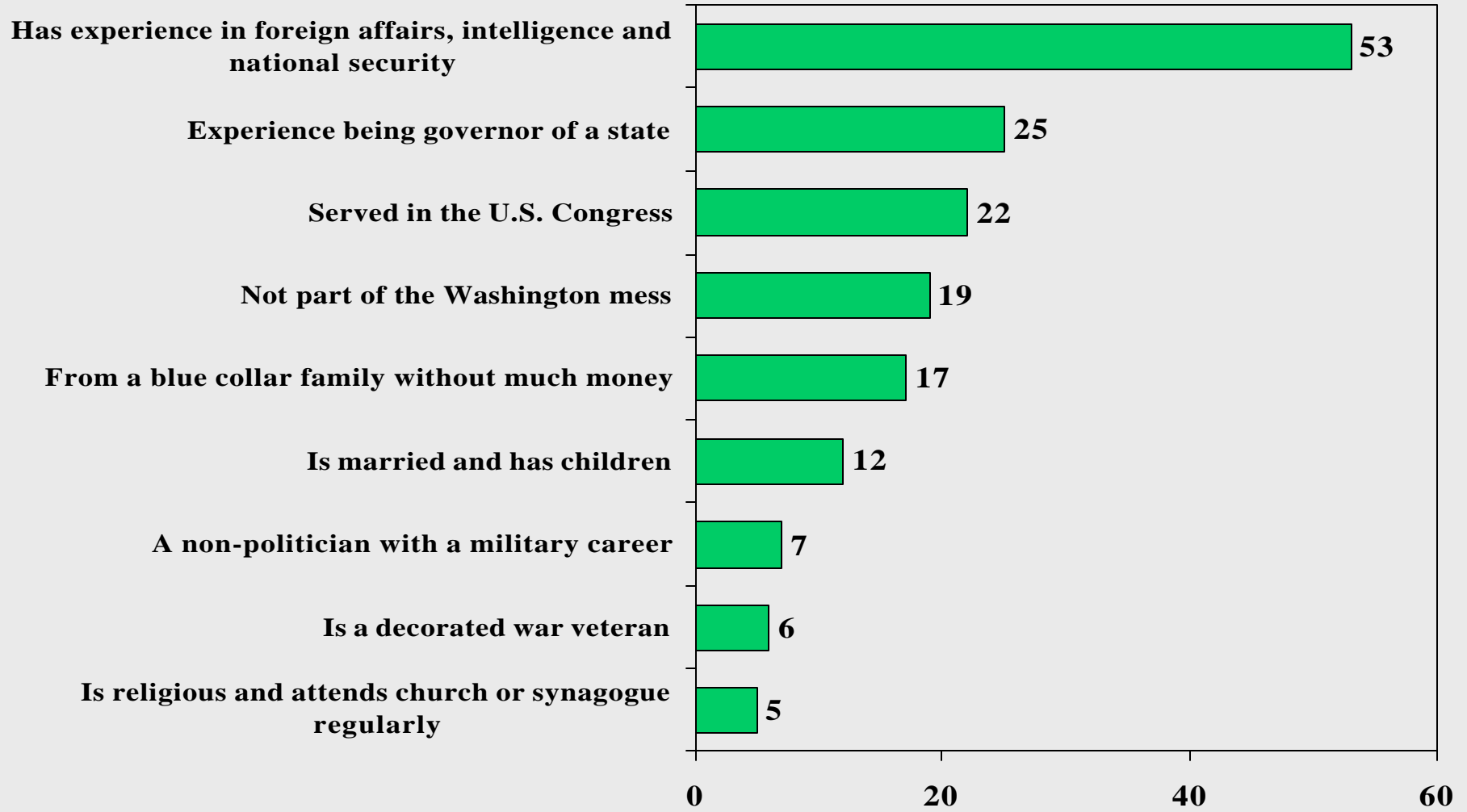
Top Two Most Important





Most Important Attributes of a Nominee: New Hampshire

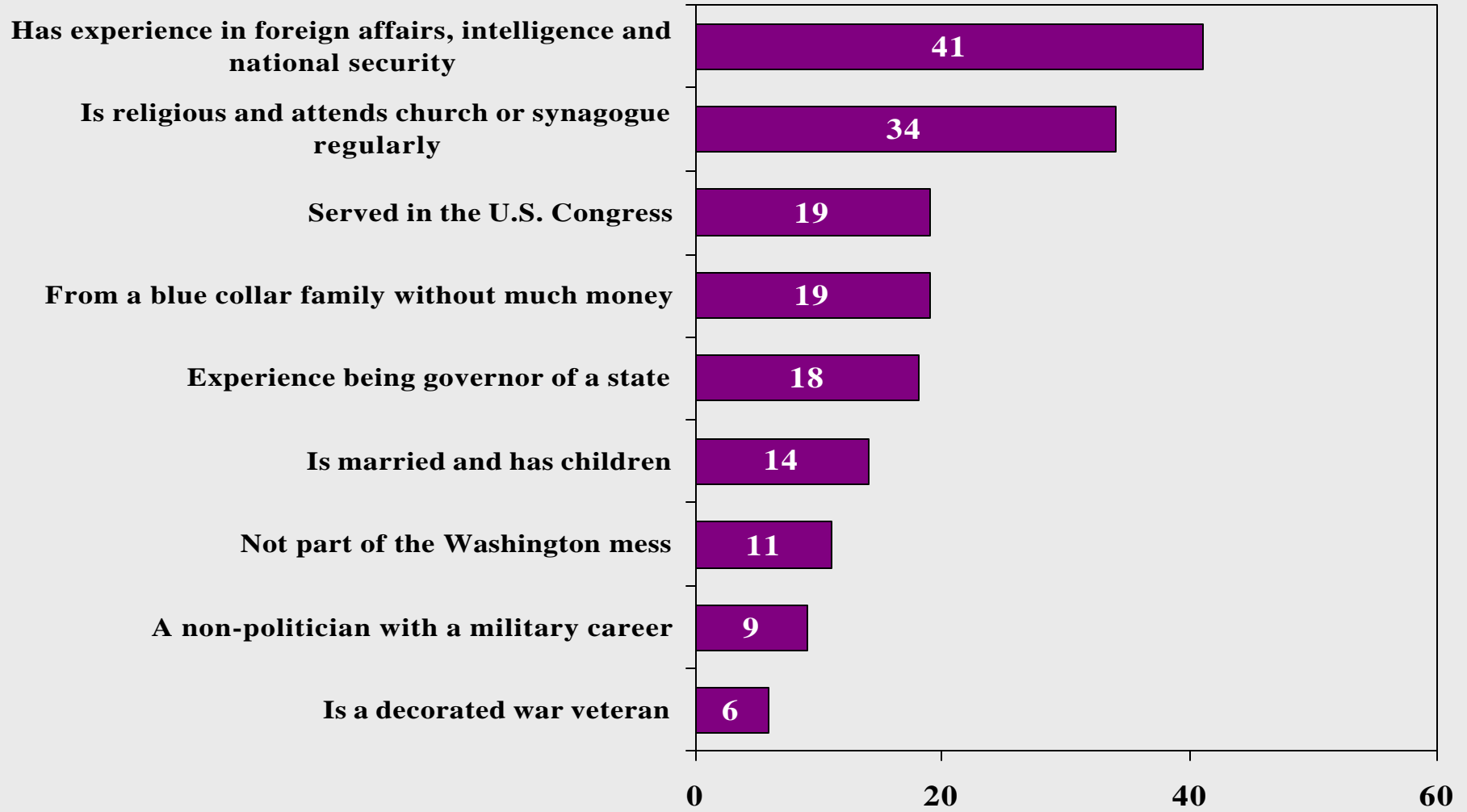
Top Two Most Important





Most Important Attributes of a Nominee: South Carolina

Top Two Most Important





Messages

	All Primary Voters	IA	NH	SC
Candidate Johnson says it is time we take care of our problems at home. Bush's tax cuts for the wealthy and the Iraq war have hurt our country. 3 million jobs lost. Skyrocketing health care costs. Cuts in education and veterans benefits. We must repeal Bush's tax cuts. Before building schools and hospitals in Baghdad, we should spend at least as much to improve schools and hospitals at home and create jobs for workers.	27	27	23	32
Candidate Jones says we need a government that stands up for the people, not the corporations. We should abolish corporate loopholes and Bush's tax cuts for the wealthiest one percent. We should rein in health care costs and the pharmaceutical companies. My agenda will be expanding jobs, cutting middle class taxes, and protecting pensions and Social Security.	26	28	28	23
Candidate Miller says I am committed to fighting the war on terrorism and supported overthrowing Saddam Hussein, and we cannot pull out now. But we must abandon Bush's go-it-alone policy and work with our allies so they provide more forces and bear more of the cost. We must preserve the middle class tax cuts, close the record budget deficits, and expand trade to improve relations with other countries and help the US economy.	19	16	25	15
Candidate Smith says our country's strength is in our diversity, but the Bush administration promotes intolerance. They have tried to repeal affirmative action, fought against gay civil unions, violated our rights to privacy, and vowed to take away a woman's right to choose. We need a president who promotes tolerance, our diversity and protects our rights.	15	15	15	14