

October 13, 2004
1030 Likely Voters
Margin of Error +/- 3.1%

THIRD PRESIDENTIAL DEBATE
FREQUENCY QUESTIONNAIRE
poll conducted by Greenberg Quinlan Rosner Research

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

	Total
Voted.....	94
Not registered in 2000/Ineligible/too young	4
Did not vote	1
Refused.....	-
(ref:VOTE00)	

Q.2 As you know, there was an election for Congress and other offices in 2002. Many people weren't able to vote. Were you able to vote or for some reason were you unable to vote?

	Total
Voted.....	89
Not registered in 2002/Ineligible/too young	4
Did not vote	7
Refused.....	0
(ref:VOTE02)	

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

	Total
Almost certain	98
Probably	2
50-50.....	-
Will not vote.....	-
Refused.....	-
(ref:WILLVOTE)	

Q.4 How likely are you to watch the Presidential Debate on Wednesday, October 13 at 9pm Eastern Time / 6pm Pacific Time?

	Total
Very likely	86
Somewhat likely	14
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?

	Total
George Bush.....	36
John Kerry.....	41
(Neither).....	13
(Both).....	11
(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?

	Pre	Post
Right direction	45	46
Wrong track.....	55	54
(Don't know/refused).....	0	0
Right - Wrong	-10	-9
(ref:DIRECT1)		

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

	Pre	Post
Strongly approve	27	30
Somewhat approve	23	19
Somewhat disapprove	17	15
Strongly disapprove	34	35
Refused.....	-	0
Total Approve	50	49
Total Disapprove	50	50
Approve - Disapprove	-0	-1
(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	53.2	44	39	99
Post.....	53.5	46	40	99
9 The Democratic Party				
Pre	51.6	44	36	99
Post.....	51.9	45	38	99
10 George W. Bush				
Pre	50.8	46	44	98
Post.....	52.0	48	44	99
11 John Kerry				
Pre	47.2	43	45	98
Post.....	51.3	48	42	99
12 The NRA, or National Rifle Association				
Pre	41.8	28	44	96
Post.....	40.3	27	47	97
13 Pro-life, anti-abortion groups				
Pre	45.8	33	42	96
Post.....	45.4	33	43	96

(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?

	Pre	Post
1	0	-
2	-	-
3	-	0
4	0	-
5	1	1
6	1	1
7	2	2
8	10	7
9	13	13
10	72	75
Refused.....	0	1

(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?

	Pre	Post
John Kerry.....	47	49
Lean John Kerry	1	1
George Bush.....	46	46
Lean George Bush.....	1	1
Ralph Nader	1	1
Lean Ralph Nader	0	-
Not sure.....	4	2
Refused.....	-	-
Total John Kerry.....	48	50
Total George Bush.....	48	47
Total Ralph Nader.....	1	1
John Kerry - George Bush.....	0	3

(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?

	Pre	Post
A fair chance	4	2
A small chance.....	5	3
Just a very slight chance	7	7
No chance at all	36	37
Refused.....	-	-
Kerry Supporter.....	48	50
(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?

	Pre	Post
A fair chance	3	2
A small chance.....	3	3
Just a very slight chance	9	6
No chance at all	37	41
Refused.....	-	-
Bush Supporter.....	48	47
(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?

	Pre	Post
Different direction strongly	49	50
Different direction somewhat.....	6	4
Bush direction not so strongly	11	8
Bush direction strongly.....	34	38
Refused.....	-	-
Total Different direction.....	54	53
Total Bush direction.....	46	47
Different direction - Bush direction.....	9	7
(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	Not Too Well	Not At All	DK/Ref	Total Well	Total Not Well
19 Cares about people like you							
Pre	25	21	21	32	1	46	54
Post	29	20	19	32	-	49	51
20 Honest and trustworthy							
Pre	29	22	21	28	0	51	49
Post	34	18	21	27	0	52	48
21 Strong leader							
Pre	35	23	22	21	-	57	43
Post	36	22	21	21	0	58	42
22 Has good plans for the economy							
Pre	17	27	24	32	0	44	55
Post	22	24	23	31	0	46	54
23 Has good plans for Iraq							
Pre	18	26	21	34	0	44	56
Post	24	24	19	33	0	47	53
24 Offers a hopeful vision of the future							
Pre	25	25	24	26	0	50	50
Post	31	21	22	26	0	52	48
25 Is making America safer and more secure							
Pre	29	27	20	24	0	55	44
Post	31	23	20	25	0	54	46
26 Gives me confidence when I see him							
Pre	26	21	19	34	0	47	53
Post	31	17	19	34	0	48	52
27 Likeable							
Pre	32	30	18	19	0	62	37
Post	37	28	17	18	0	64	35
28 Making progress on our country's problems							
Pre	18	27	26	29	0	45	55
Post	24	23	26	27	0	47	53

(ref:BUSHPOS1)

Q.29 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 At All	DK/Ref	Total Well	Total Not Well
29 Misled the country on many important issues							
Pre	36	19	20	26	0	54	45
Post	35	17	19	28	0	52	47
30 Too ready to go to war							
Pre	41	19	20	20	0	60	40
Post	40	18	18	24	0	58	42
31 Seems in over his head							
Pre	34	20	19	27	0	54	46
Post	33	19	18	30	0	51	48
32 Supports big corporate interests rather than the public interest							
Pre	41	20	23	16	0	62	38
Post	40	18	21	20	0	58	41

(ref:BUSHNEG1)

Q.33 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 At All	DK/Ref	Total Well	Total Not Well
33 Cares about people like you							
Pre	22	36	20	22	0	58	42
Post	29	33	19	19	1	62	38
34 Honest and trustworthy							
Pre	20	31	22	27	0	51	49
Post	26	31	19	24	0	57	43
35 Strong leader							
Pre	19	31	24	26	0	50	50
Post	26	28	24	22	0	54	46
36 Has good plans for the economy							
Pre	19	36	23	22	0	54	45
Post	24	33	22	21	0	57	43
37 Has good plans for Iraq							
Pre	13	32	23	32	1	44	55
Post	16	30	25	28	.	47	53
38 Offers a hopeful vision of the future							
Pre	23	34	21	22	0	56	43
Post	28	32	20	20	0	60	40
39 Will make America safer and more secure							
Pre	13	36	23	28	-	49	51
Post	20	32	25	23	0	52	48
40 Gives me confidence when I see him							
Pre	18	29	21	32	0	47	53
Post	26	25	19	29	0	52	48
41 Likeable							
Pre	19	38	21	21	0	57	43
Post	24	38	20	18	0	62	38
42 Strong convictions							
Pre	23	33	18	25	0	57	43
Post	32	31	17	19	0	63	36

(ref:KERRPOS1)

Q.43 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 At All	DK/Ref	Total Well	Total Not Well
43 Flip-flops on important issues							
Pre	38	16	27	19	-	54	46
Post	35	17	23	25	1	52	47
44 Not strong enough on security and defense issues							
Pre	31	20	28	21	0	51	49
Post	27	23	25	26	0	49	50
45 Too liberal							
Pre	35	18	27	20	1	53	47
Post	34	18	26	22	0	52	47
46 Too ready to raise taxes							
Pre	30	22	31	16	0	52	48
Post	31	20	28	21	0	51	49

(ref:KERRNEG1)

Q.47 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 Better	Kerry Smwt Better	Bush Smwt Better	Bush Much Better	Both	Nthr	DK/ Ref	Total Kerry Better	Total Bush Better	Kerry - Bush
47 The economy										
Pre	26	25	15	24	4	5	0	50	40	11
Post	29	21	14	27	4	3	1	51	42	9
48 Foreign policy										
Pre	29	18	14	31	5	3	0	47	45	3
Post	32	17	12	33	4	2	0	49	45	4
49 The war on terrorism										
Pre	18	20	11	38	8	4	0	38	49	-11
Post	21	20	9	40	7	2	1	41	49	-8
50 Iraq										
Pre	21	22	11	34	3	9	0	42	45	-3
Post	24	20	11	35	4	5	1	44	46	-3
51 Homeland security										
Pre	17	20	13	36	11	4	0	37	48	-11
Post	22	18	11	37	9	3	0	40	48	-8
52 Education										
Pre	26	22	15	21	11	4	0	48	36	12
Post	28	19	12	29	10	3	0	46	41	6
53 Making America respected in the world										
Pre	34	16	12	26	5	6	0	50	39	12
Post	38	12	9	30	6	4	0	50	40	11
54 Has clear plans on what he wants to achieve										
Pre	20	21	13	31	9	5	0	41	44	-3
Post	27	19	10	32	10	3	0	45	42	4
55 Being on your side										
Pre	27	20	11	29	5	7	1	47	40	7
Post	32	17	10	30	5	5	1	49	41	8

	Kerry Much Better	Kerry Smwt Better	Bush Smwt Better	Bush Much Better	Both	Nthr	DK/ Ref	Total Kerry Better	Total Bush Better	Kerry - Bush
56 Raising middle class living standards										
Pre	27	24	15	21	6	6	0	51	37	14
Post	31	22	12	26	5	4	0	53	38	14
57 Healthcare										
Pre	28	24	15	19	6	7	1	52	34	17
Post	32	19	15	23	5	5	1	51	38	13
58 Taxes										
Pre	20	24	15	29	3	8	1	43	44	-1
Post	24	22	12	33	4	5	1	46	45	1
59 Talking about his own ideas, rather than criticizing his opponent										
Pre	20	18	12	24	7	18	1	38	36	3
Post	24	18	10	28	8	11	1	42	38	4
60 Prescription drug coverage for seniors										
Pre	27	24	13	19	8	8	0	51	33	18
Post	31	20	13	23	7	5	0	51	36	15
61 Making America stronger at home										
Pre	22	20	11	35	9	3	0	42	46	-4
Post	25	18	10	36	9	2	0	43	46	-2
62 Retirement and Social Security										
Pre	25	22	15	21	8	8	1	47	36	11
Post	30	19	14	27	5	6	0	49	40	9

(ref:BETJOB1)

Q.63 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 st Stmt Strng	1 st Smwt	2 nd Smwt	2 nd Strng	Both	Nthr	DK/ Ref	Total 1 st Stmt	Total 2 nd Stmt	1 st - 2 nd
63 They say the economy is doing well, but that's not true for middle class and working people. Jobs are scarce, incomes stagnant, benefits are being cut, even while health care costs skyrocket.										
The economy is showing real signs of success - record growth, highest home ownership ever, new jobs and rising stock values and our economy is moving in the right direction.										
Pre	55	8	10	27	-	-	-	63	37	26
Post	54	7	9	31	-	-	-	60	40	20

64 The Iraq war has made us LESS secure.

The Iraq war made us MORE secure.

Pre	45	9	11	35	-	-	-	54	46	8
Post	45	7	10	38	-	-	-	52	48	5

(ref:VALUES04)

Demographic composition

Gender

	Total
Male	48
Female	52
(ref:GENDER)	

Age

	Total
18 - 24.....	5
25 - 29.....	9
30 - 34.....	7
35 - 39.....	9
40 - 44.....	12
45 - 49.....	10
50 - 54.....	10
55 - 59.....	10
60 - 64.....	8
Over 64	21
(ref:AGE)	

Education

	Total
Less than high school.....	7
H.S. Degree	23
Some college	29
Bachelor's degree	25
Post Grad.....	16
H.S. or less.....	30
Some college	29
College grad	41
(ref:PPEDUC)	

Race

	Total
White, Non-Hispanic	80
Black, Non-Hispanic	10
Other, Non-Hispanic	3
Hispanic	7
(ref:PPETH)	

Income

	Total
Less than \$5,000	1
\$5,000 to \$7,499	1
\$7,500 to \$9,999	2
\$10,000 to \$12,499.....	2
\$12,500 to \$14,999.....	3
\$15,000 to \$19,999.....	5
\$20,000 to \$24,999.....	6
\$25,000 to \$29,999.....	5
\$30,000 to \$34,999.....	6
\$35,000 to \$39,999.....	8
\$40,000 to \$49,999.....	12
\$50,000 to \$59,999.....	13
\$60,000 to \$74,999.....	11
\$75,000 to \$84,999.....	7
\$85,000 to \$99,999.....	6
\$100,000 to \$124,999.....	5
\$125,000 to \$149,999.....	4
\$150,000 to \$174,999.....	1
\$175,000 or more	2
(ref:PPINCIMP)	

Marital

	Total
Married	64
Single (never married).....	19
Divorced	11
Widowed.....	6
Separated.....	0
(ref:PPMARIT)	

Employment status

	Total
I work as a paid employee.....	45
I am self-employed.....	7
I am an owner/partner in small business, prof practice, farm.....	2
I work at least 15 hrs/wk w/o pay in family business/farm.....	0
I am unemployed, temporarily laid off, but looking for work.....	4
I am retired.....	23
I am disabled	6
I am a homemaker.....	9
Other.....	3

(ref:PPWORK)

Union membership

	Total
Union member	13
Household member (respondent not member)	8
No member belongs	79
Refused.....	-

(ref:UNION)

Religion

	Total
Protestant (including Baptist, Lutheran, Methodist, Episcopal)	51
Catholic	23
Jewish.....	3
Other/None/Refused.....	23

(ref:RELIG1)

Protestant probe

	Total
Fundamentalist.....	16
Evangelical.....	24
Charismatic/Pentecostal.....	8
Moderate to liberal.....	39
Something else.....	11
Refused.....	2

(ref:RELIG2)

Church attendance

	Total
Every week.....	36
Once or twice a month.....	11
Several times a year.....	14
Hardly ever.....	26
Never.....	12
Refused.....	2
(ref:RELIG3)	

2000 Presidential Vote

	Total
Democrat Al Gore.....	46
Republican George Bush.....	49
Green Party candidate Ralph Nader.....	3
Someone else.....	1
Refused.....	1
(ref:VOTE2000)	

Gun ownership

	Total
None.....	63
1-2.....	20
3-9.....	13
10 or more.....	3
Refused.....	2
(ref:GUNS)	

Party Affiliation

	Total
Strong Republican.....	22
Not Strong Republican.....	14
Leans Republican.....	8
Undecided/Independent/Other.....	11
Leans Democrat.....	8
Not Strong Democrat.....	15
Strong Democrat.....	21
(ref:PARTYID7)	

Ideology

	Total
Extremely liberal.....	4
Liberal.....	14
Slightly liberal.....	11
Moderate, middle of the road.....	29
Slightly conservative	15
Conservative	23
Extremely conservative	4
(ref:IDEO1)	