

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

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

	Pre
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?

	Pre
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?

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

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

	Pre
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?

	Post
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?

	Pre	Post
Right direction.....	43	46
Wrong track.....	56	53
(Don't know/refused).....	0	0
Right - Wrong.....	-13	-7
(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	31
Somewhat approve.....	24	21
Somewhat disapprove.....	14	14
Strongly disapprove.....	35	34
Refused.....	-	0
Total Approve.....	51	52
Total Disapprove.....	49	48
Approve - Disapprove.....	2	5
(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?

	Pre	Post
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?

	Pre	Post
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.....	-	-
Total John Kerry	46	48
Total George Bush.....	50	50
Total Ralph Nader.....	2	1
John Kerry - George Bush.....	-4	-2

(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	4	4
Just a very slight chance.....	10	9
No chance at all.....	36	37
Refused.....	-	-
Kerry Supporter.....	46	48
(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	2	2
A small chance	5	3
Just a very slight chance.....	7	6
No chance at all.....	37	39
Refused.....	-	-
Bush Supporter.....	50	50
(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	46	45
Different direction somewhat.....	7	7
Bush direction not so strongly.....	12	7
Bush direction strongly	35	41
Refused.....	-	-
Total Different direction.....	53	52
Total Bush direction.....	47	48
Different direction - Bush direction.....	6	4
(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							
Pre	26	23	18	33	0	49	51
Post	30	22	18	29	0	52	48
20 Honest and trustworthy							
Pre	30	22	19	29	0	52	48
Post	36	20	20	25	0	55	44
21 Strong leader							
Pre	35	24	20	21	0	59	41
Post	38	22	20	20	1	60	40
22 Has good plans for the economy							
Pre	15	29	22	33	0	44	55
Post	19	28	21	32	0	47	53
23 Has good plans for Iraq							
Pre	15	29	18	38	0	44	56
Post	22	26	17	35	0	48	52
24 Offers a hopeful vision of the future							
Pre	23	28	19	29	0	51	49
Post	30	23	22	25	0	53	46
25 Is making America safer and more secure							
Pre	28	26	20	26	0	54	46
Post	33	21	22	23	0	54	45
26 Gives me confidence when I see him							
Pre	26	23	15	36	0	49	51
Post	32	18	15	35	0	50	50
27 Likeable							
Pre	32	33	19	15	1	65	34
Post	36	31	17	15	1	67	33

(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							
Pre	37	14	24	24	0	52	48
Post	34	16	21	29	0	50	50
29 Too ready to go to war							
Pre	41	20	22	17	0	60	39
Post	39	19	22	20	0	58	42
30 Being too negative in his campaign							
Pre	23	23	32	22	0	46	54
Post	21	23	30	26	0	44	56

(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							
Pre.....	16	35	24	25	0	51	49
Post.....	22	37	22	19	0	59	41
32 Honest and trustworthy							
Pre.....	15	32	24	29	0	47	53
Post.....	21	32	23	23	0	53	46
33 Strong leader							
Pre.....	11	32	29	28	1	43	56
Post.....	21	31	24	24	0	52	48
34 Has good plans for the economy							
Pre.....	14	36	27	23	0	50	50
Post.....	17	36	27	19	0	53	46
35 Has good plans for Iraq							
Pre.....	6	32	32	30	1	38	61
Post.....	17	32	27	23	0	49	50
36 Offers a hopeful vision of the future							
Pre.....	17	34	25	24	1	51	49
Post.....	24	35	22	20	0	59	41
37 Will make America safer and more secure							
Pre.....	9	33	28	29	0	42	57
Post.....	17	35	24	23	0	52	48
38 Gives me confidence when I see him							
Pre.....	11	28	26	35	0	39	61
Post.....	19	29	23	29	0	48	52
39 Likeable							
Pre.....	13	36	29	23	0	48	51
Post.....	19	39	23	19	0	58	42

(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	Well - Not
40 Flip-flops on important issues								
Pre.....	39	19	26	15	1	58	41	
Post.....	38	16	23	22	0	55	45	
41 Not strong enough on security and defense issues								
Pre.....	30	24	29	17	0	54	46	
Post.....	26	24	24	26	0	50	50	

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

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

(ref:BETJOB1)

Demographic composition

Gender

	Total
Male.....	48
Female.....	52
(ref:GENDER)	

Age

	Total
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

	Total
Less than high school.....	6
H.S. Degree.....	24
Some college.....	28
Bachelor's degree.....	27
Post Graduate.....	14
(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.....	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

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

Employment status

	Total
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

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

Religion

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

Protestant probe

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

Church attendance

	Total
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

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

Gun ownership

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

Party Affiliation

	Total
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

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