

FRANKLIN & MARSHALL

# **August 2004 Statewide Keystone Poll**

## **SUMMARY OF FINDINGS**

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**Keystone  Poll**

The latest Keystone Poll shows the state's voters are paying close attention to this year's election campaigns. Nearly nine in ten (89%) registered voters claim they are certain to vote and more than half (56%) say they are "very interested" in the campaign. These numbers are higher than in previous elections. For example, a September 2000 Keystone Poll showed that 80 percent of registered voters were certain to vote and only two in five (43%) were "very interested" in the race. These indicators suggest voter turnout will be higher than it was in 2000.

### ***The Presidential Campaign***

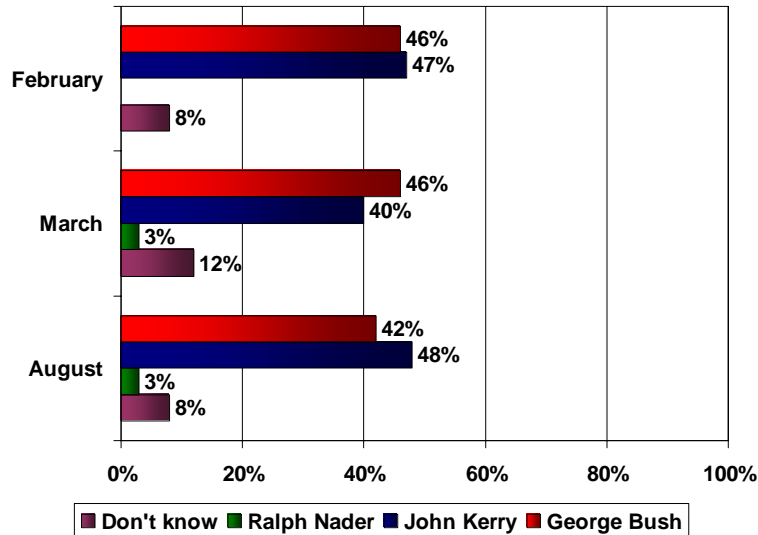
The Keystone Poll currently shows John Kerry leading President Bush by a six point margin, 48 percent to 42 percent (Figure 1). Most voters who have made up their minds are certain about their presidential choice, as 94 percent of Bush voters and 92 percent of Kerry voters say they are certain to vote for their candidate.

Kerry leads Bush in almost every region of Pennsylvania, with two important exceptions. Bush leads in Central Pennsylvania, a traditionally Republican part of the state that houses a large share of the state's voters (see Table A-1). He also has a slight lead over Kerry in four counties in southeastern Pennsylvania, a Republican area that supported Democratic presidential candidates Bill Clinton and Al Gore. Given past

performance, the candidate that eventually carries the Southeast will likely win the state.

Figure 1. Presidential Horse Race in Pennsylvania

If the election for President was being held today and the candidates were George Bush, the Republican, John Kerry, the Democrat, and Ralph Nader, the Independent, would you vote for...



One feature of this campaign that has interested many observers is how many voters who supported the President in 2000 will defect to John Kerry. The Keystone Poll finds that 79 percent of those who voted for President Bush plan to vote for him again, while 11 percent plan to vote for John Kerry. Only five percent of Gore voters plan to vote for President Bush this time, while 88 percent plan to vote for John Kerry.

Voters who support John Kerry say that the economy (27%) and the situation in Iraq (24%) are the most important reasons they are voting for him. Supporters of President Bush are most likely to cite terrorism and homeland security (46%) as the main reason they support his re-election (see Table 1).

**Table 1.** Most Important Issue in Determining Presidential Vote

	<b>George Bush</b>	<b>John Kerry</b>
Terrorism and homeland security	46%	5%
The economy	17%	27%
Something else	12%	12%
The situation in Iraq	8%	24%
Health care (including Medicare)	6%	16%
American jobs and foreign competition	6%	9%
Taxes	3%	2%
Education	2%	4%

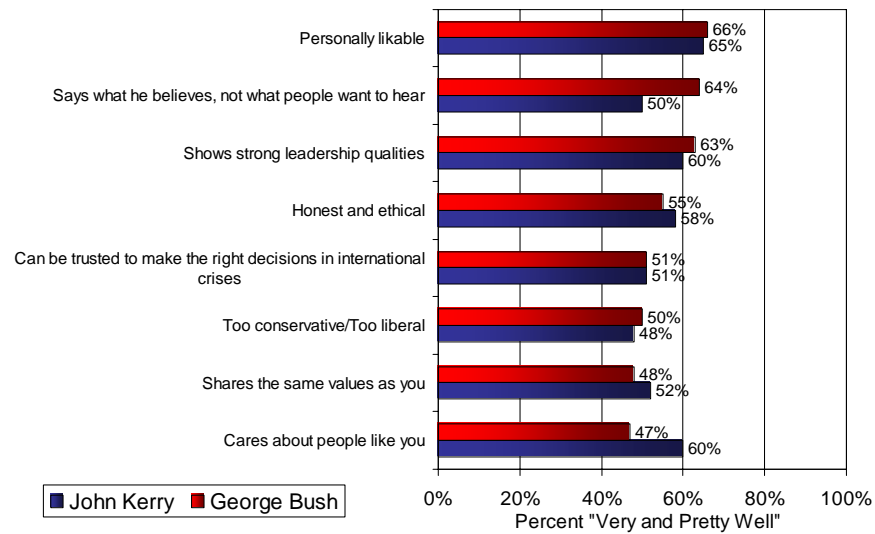
President Bush is running behind in the state due in large part to his low job performance ratings. Only two in five (43%) voters believe he has done a good enough job as president to deserve re-election, versus more than half (53%) who believe it is time for a change. One of the most significant facts of the President's hard re-elect score is that a majority of residents of Southeastern Pennsylvania believe it is time for a change (Table A-2). Moreover, only 46 percent of Pennsylvania voters believe he has done an excellent or good job as President, while 54 percent rate his job performance as only fair or poor.

Figure 2 displays how well Pennsylvania believe each of eight characteristics describe the presidential candidates. Bush has a clear advantage over Kerry in regard to his willingness to say

what he believes—two in three voters say that characteristic describes the President well. Kerry’s advantage is that he is perceived to care about every day people. Most of the other characteristics are attributed to both candidates in similar proportions.

Figure 2. Candidate Characteristics

I'm going to read you a list of characteristics that some might use to describe ... Please tell me how well you think each statement describes ...



*The US Senate Race in Pennsylvania*

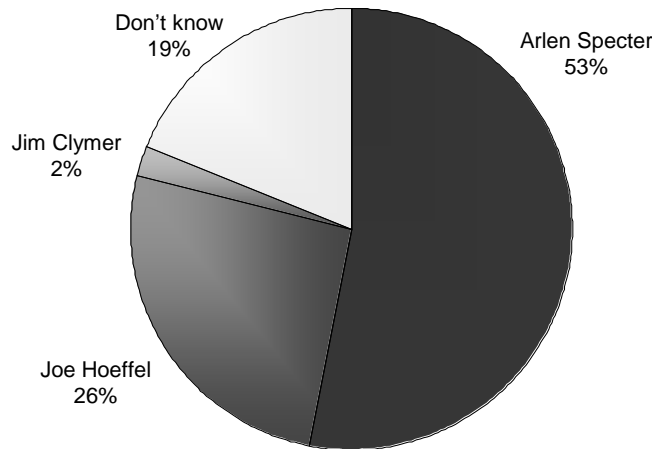
Pennsylvania's incumbent US Senator, Republican Arlen Specter, continues to hold a comfortable lead over his Democratic challenger, Representative Joe Hoeffel. Currently, Specter leads Hoeffel, 53 percent to 26 percent, with about one in five (19%) voters still undecided in the race. Specter's lead comes primarily from his better name recognition in the Commonwealth. Nearly nine in ten (89%) voters have heard of Specter while only about one in four (27%) have heard of Hoeffel. Hoeffel must increase his name recognition among Pennsylvania's voters if he hopes to make the race more competitive.

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Figure 3 Pennsylvania's US Senate Race

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**If the election for U.S. Senate was being held today and the candidates were Arlen Specter, the Republican and Joe Hoeffel, the Democrat, and Jim Clymer, the Constitutional Party Candidate would you vote for...**



Yet, even though Specter holds a comfortable lead over his opponent, there are several factors that suggest this race will become much closer as the campaign continues into the fall. First, Specter is currently doing better among Democrats than Hoeffel (see Table A-3). Although Arlen Specter has traditionally done very well with the state's Democratic voters, one would expect Hoeffel to gain some advantage among Democrats as he becomes better known to them. A second concern for Senator Specter may come from the candidacy of Jim Clymer, the Constitution Party candidate for Senate, who at the moment poses no immediate threat. An experiment conducted in this Keystone Poll shows that Clymer takes voters away from the incumbent. With Clymer on the ballot, Specter leads 51 to 26 with four percent going to Clymer. Without Clymer on the ballot, Specter's lead is 54 to 27. Although the difference is small with Clymer on the ballot, it may increase if Clymer becomes better known.

The potential difficulty Specter faces from Clymer is an artifact of Specter's bruising primary battle with conservative Pat Toomey. Nearly one in ten Toomey voters (9%) are planning to vote for Clymer and another one in four (23%) are planning to vote for Hoeffel. Currently, Specter leads among self-described conservatives, but it is worth watching to see if that lead decreases as Clymer becomes better known.

*Methodology. This release summarizes the findings of a survey of 660 registered voters in Pennsylvania conducted by Franklin and Marshall College's Center for Opinion Research. The survey interviewing was conducted between August 2 and August 15, 2004. The Keystone Poll was conducted over a slightly longer time frame than normal in order to track any changes in the race that may have been created by the Democratic National Convention. Figure A-4 shows the five day centered averages for the Presidential race during the poll's field period. The sample error for the total sample is plus or minus 3.8 percent. The cooperation rate for the poll is 83%.<sup>1</sup> Telephone numbers were generated via random digit dialing. A respondent was randomly selected from within each household. Respondents were screened to determine registration status.*

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<sup>1</sup> In 2000, AAPOR proposed a standardized classification system for final disposition of sample cases, and a series of formulas that use these codes to define and calculate the various rates. AAPOR defines cooperation rate as the proportion of all cases interviewed of all eligible units ever contacted. Outcome response definitions are presented in The American Association for Public Opinion Research. 2004. *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys*. Ann Arbor, Michigan: AAPOR; or online at [http://www.aapor.org/default.asp?page=survey\\_methods/standards\\_and\\_best\\_practices/standard\\_definitions](http://www.aapor.org/default.asp?page=survey_methods/standards_and_best_practices/standard_definitions).



Table A-1: Presidential Vote Choice by Demographics

If the election for President was being held TODAY and the candidates were George Bush, John Kerry, and Ralph Nader, who would you vote for?

	George Bush	John Kerry	Ralph Nader	Don't know
<b>Region</b>				
Philadelphia	16%	77%	0%	7%
Northeast	41%	51%	1%	7%
Allegheny	34%	49%	3%	14%
Southwest	35%	54%	5%	6%
Northwest	43%	48%	2%	7%
Central	52%	39%	4%	6%
Southeast	45%	42%	4%	9%
<b>Education</b>				
High school graduate or less	40%	47%	3%	9%
Some college	41%	45%	5%	9%
College degree	43%	50%	1%	6%
<b>Party Orientation</b>				
Strong Republican	96%	4%	0%	0%
Republican	65%	21%	4%	11%
Lean Republican	63%	17%	6%	15%
Pure Independent	21%	39%	11%	29%
Lean Democrat	3%	74%	7%	16%
Democrat	15%	73%	4%	9%
Strong Democrat	3%	93%	0%	4%
<b>Religion</b>				
Catholic	39%	50%	2%	9%
Protestant	50%	39%	4%	7%
Jewish	10%	80%	0%	10%
<b>Born Again Christian or Fundamentalist</b>				
Yes	55%	35%	4%	6%
No	37%	53%	3%	8%
<b>Political Ideology</b>				
Liberal	8%	86%	3%	3%
Moderate	29%	59%	3%	10%
Conservative	79%	13%	3%	6%
<b>General Abortion Stance</b>				
Legal under any circumstances,	22%	72%	2%	4%
Legal under certain circumstances	43%	46%	4%	8%
Illegal in ALL circumstances	59%	27%	2%	13%
<b>Union Household</b>				
Yes	38%	56%	3%	4%
No	43%	46%	3%	9%
<b>Gun Owner</b>				
Yes	51%	40%	4%	5%
No	37%	51%	2%	9%
<b>Racial Background</b>				
White	45%	44%	3%	8%
Nonwhite	9%	80%	0%	11%
<b>Household Income</b>				
Under \$30,000	33%	52%	5%	11%
\$30 - \$50,000	37%	52%	4%	7%
Over \$50,000	47%	46%	1%	6%
<b>Gender</b>				
Male	45%	46%	4%	6%
Female	40%	49%	3%	9%
<b>Age</b>				
18-24	15%	74%	4%	7%
25-34	39%	48%	3%	11%
35-44	50%	38%	4%	9%
45-54	40%	51%	3%	6%
55-64	44%	49%	2%	6%
Over 65	41%	47%	3%	9%

Note: Percentages in this table reflect all registered voters.

Table A-2: Bush Hard Re-elect by Demographics

Do you believe that George Bush has done a good enough job as President to deserve re-election, or do you believe it is time for a change?

	Deserves Re-election	Time for a change	Don't know
<b>Region</b>			
Philadelphia	17%	82%	2%
Northeast	42%	57%	1%
Allegheny	38%	55%	7%
Southwest	36%	58%	6%
Northwest	41%	54%	6%
Central	53%	43%	5%
Southeast	45%	51%	4%
<b>Education</b>			
High school graduate or less	39%	56%	5%
Some college	43%	52%	5%
College degree	44%	52%	3%
<b>Party Orientation</b>			
Strong Republican	95%	4%	1%
Republican	68%	20%	12%
Lean Republican	60%	35%	4%
Pure Independent	21%	71%	7%
Lean Democrat	3%	93%	4%
Democrat	18%	77%	5%
Strong Democrat	4%	94%	3%
<b>Religion</b>			
Catholic	41%	56%	3%
Protestant	50%	44%	7%
Jewish	20%	75%	5%
<b>Born Again Christian or Fundamentalist</b>			
Yes	54%	42%	4%
No	38%	57%	4%
<b>Political Ideology</b>			
Liberal	9%	87%	4%
Moderate	30%	64%	6%
Conservative	78%	20%	1%
<b>General Abortion Stance</b>			
Legal under any circumstances,	22%	72%	6%
Legal under certain circumstances	45%	51%	5%
Illegal in ALL circumstances	58%	40%	3%
<b>Union Household</b>			
Yes	35%	62%	3%
No	44%	51%	5%
<b>Gun Owner</b>			
Yes	53%	45%	3%
No	38%	57%	5%
<b>Racial Background</b>			
White	47%	49%	4%
Nonwhite	2%	96%	2%
<b>Household Income</b>			
Under \$30,000	33%	61%	6%
\$30 - \$50,000	41%	55%	4%
Over \$50,000	48%	48%	4%
<b>Gender</b>			
Male	46%	52%	2%
Female	40%	54%	6%
<b>Age</b>			
18-24	19%	70%	11%
25-34	38%	62%	0%
35-44	51%	48%	1%
45-54	38%	56%	7%
55-64	47%	50%	3%
Over 65	42%	53%	4%

Note: Percentages in this table reflect all registered voters.

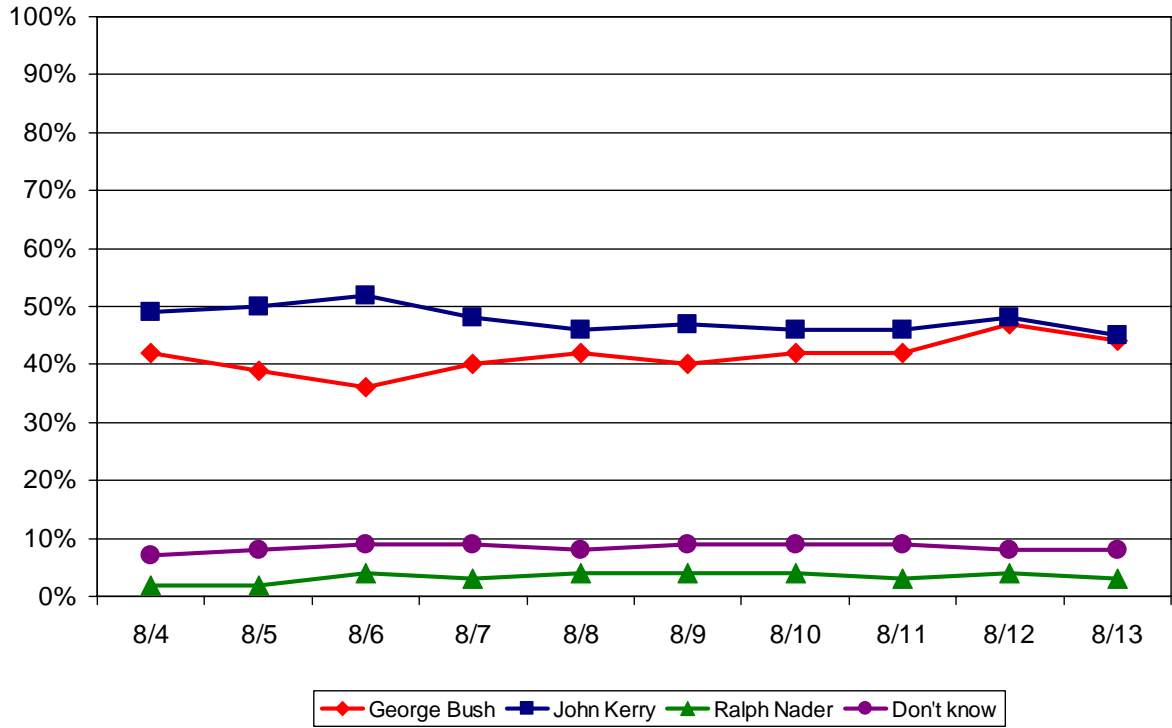
Table A-3: US Senate Vote Choice, Republican Primary by Demographics

If the election for U.S. Senate was being held today and the candidates were Arlen Specter, Joe Hoeffel, and Jim Clymer, would you vote for...

	Arlen Specter	Joe Hoeffel	Jim Clymer	Don't know
<b>Region</b>				
Philadelphia	28%	51%	3%	18%
Northeast	45%	27%	1%	27%
Allegheny	59%	17%	0%	24%
Southwest	58%	22%	2%	19%
Northwest	57%	32%	2%	9%
Central	56%	18%	4%	22%
Southeast	56%	32%	1%	11%
<b>Education</b>				
High school graduate or less	55%	25%	2%	17%
Some college	54%	25%	3%	18%
College degree	49%	29%	1%	22%
<b>Party Orientation</b>				
Strong Republican	83%	6%	1%	10%
Republican	74%	12%	2%	12%
Lean Republican	67%	15%	6%	13%
Pure Independent	50%	29%	4%	18%
Lean Democrat	37%	35%	3%	26%
Democrat	39%	32%	0%	29%
Strong Democrat	25%	53%	1%	22%
<b>Religion</b>				
Catholic	47%	31%	2%	20%
Protestant	60%	21%	3%	17%
Jewish	55%	20%	0%	25%
<b>Born Again Christian or Fundamentalist</b>				
Yes	63%	18%	4%	15%
No	49%	29%	1%	21%
<b>Political Ideology</b>				
Liberal	33%	48%	2%	18%
Moderate	47%	31%	1%	22%
Conservative	72%	12%	3%	14%
<b>General Abortion Stance</b>				
Legal under any circumstances,	41%	36%	2%	21%
Legal under certain circumstances	57%	25%	2%	17%
Illegal in ALL circumstances	56%	21%	3%	21%
<b>Union Household</b>				
Yes	52%	29%	2%	17%
No	53%	26%	2%	20%
<b>Gun Owner</b>				
Yes	62%	20%	2%	15%
No	48%	29%	2%	21%
<b>Racial Background</b>				
White	55%	25%	2%	18%
Nonwhite	37%	37%	2%	24%
<b>Household Income</b>				
Under \$30,000	51%	26%	1%	22%
\$30 - \$50,000	49%	25%	5%	20%
Over \$50,000	56%	27%	1%	17%
<b>Gender</b>				
Male	58%	24%	2%	15%
Female	49%	28%	2%	21%
<b>Age</b>				
18-24	41%	37%	4%	19%
25-34	46%	29%	5%	20%
35-44	56%	22%	3%	18%
45-54	57%	22%	1%	20%
55-64	56%	24%	2%	18%
Over 65	50%	29%	1%	21%

Note: Percentages in this table reflect all registered voters.

Figure A-4: Five Day Centered Average



REG Some people are registered to vote, and many others are not. Are you currently registered to vote at your present address?

100% Yes

PARTY Are you currently registered as a Republican, a Democrat, an Independent, or as something else?

45% Republican  
46% Democrat  
7% Independent  
2% Something else

Q1 Many people will vote in the upcoming general election in November; however, many other people will not. What would you say are the chances of your voting in the upcoming election? Are you...

89% CERTAIN to vote,  
7% will you PROBABLY vote,  
2% are the chances FIFTY-FIFTY you will vote, or  
1% don't you think that you will vote in the November election?

Q2 Some people don't pay much attention to political campaigns. How about you? Would you say that you have been...

56% very much interested,  
36% somewhat interested, or  
7% not very interested in following the political campaigns so far this year?

Q3 All in all, do you think things in PENNSYLVANIA are generally 'headed in the right direction', or 'off on the wrong track'?

43% Headed in right direction  
40% Off on the wrong track  
17% Do Not Know

Int1 I'd like to ask you a few questions about some people involved in politics today. Please tell me if your opinion of the person is favorable, not favorable, undecided, or if you haven't heard enough about the person to have an opinion.

	Favorable	Not Favorable	Undecided	Don't know
<b>GEORGE BUSH</b>				
<b>August 2004</b>	<b>44%</b>	<b>46%</b>	<b>10%</b>	<b>0%</b>
March 2004	45%	42%	12%	2%
February 2004	46%	43%	9%	3%
November 2003	49%	40%	11%	1%
April 2003	63%	25%	10%	2%
October 2000	43%	36%	18%	3%
July 2000	39%	35%	19%	7%
February 2000	32%	38%	24%	7%
July 1999	38%	16%	18%	28
<b>ARLEN SPECTER</b>				
<b>August 2004</b>	<b>39%</b>	<b>26%</b>	<b>24%</b>	<b>11%</b>
March 2004	41%	25%	23%	11%
February 2004	41%	25%	13%	21%
November 2003	46%	26%	17%	11%
April 2003	46%	23%	14%	17%
September 1998	57%	17%	19%	7%
July 1998	57%	19%	15%	9%
March 1998	53%	27%	15%	5%
October 1997	52%	20%	18%	10%
April 1995	32%	31%	23%	14%
October 1992	34%	30%	26%	7%
April 1992	55%	28%	17%	--
<b>JOHN KERRY</b>				
<b>August 2004</b>	<b>46%</b>	<b>35%</b>	<b>13%</b>	<b>5%</b>
March 2004	37%	33%	18%	12%
February 2004	36%	26%	13%	25%
<b>JOE HOFFEL</b>				
<b>August 2004</b>	<b>9%</b>	<b>7%</b>	<b>11%</b>	<b>73%</b>
<b>DICK CHENEY</b>				
<b>August 2004</b>	<b>37%</b>	<b>44%</b>	<b>13%</b>	<b>7%</b>
<b>JOHN EDWARDS</b>				
<b>August 2004</b>	<b>44%</b>	<b>23%</b>	<b>14%</b>	<b>19%</b>
<b>ED RENDELL</b>				
<b>August 2004</b>	<b>46%</b>	<b>31%</b>	<b>17%</b>	<b>6%</b>
February 2004	40%	32%	15%	14%
November 2003	46%	26%	21%	7%
April 2003	50%	19%	17%	16%
October 2002	50%	24%	18%	9%
September 2002	43%	19%	25%	14%
June 2002	40%	18%	26%	16%
October 2001	30%	8%	13%	50%
April 2001	29%	7%	11%	52%
June 1999	30%	8%	9%	54%

Q5 How would you rate the way Ed Rendell is handling his job as Governor? Would you say he is doing...

	<b>Excellent job</b>	<b>Good job</b>	<b>Only a fair job</b>	<b>Poor job</b>	<b>Do Not Know</b>
<b>ED RENDELL, as Governor</b>					
<b>August 2004</b>	<b>9%</b>	<b>37%</b>	<b>39%</b>	<b>12%</b>	<b>4%</b>
February 2004	6%	31%	44%	13%	7%
November 2003	7%	33%	35%	15%	10%
April 2003	10%	36%	24%	10%	21%

Q10 If the election for U.S. Senate was being held today and the candidates were Arlen Specter, the Republican and Joe Hoeffel, the Democrat, and Jim Clymer, the Constitutional Party Candidate would you vote for...

53% Specter  
26% Hoeffel  
2% Clymer  
19% Don't know

Q11 Are you absolutely certain you will vote for [FILL] in the election, or are you still making up your mind?

n=532

65% Certain to vote for ...  
34% still making up mind  
1% Do Not Know

Q12 As of today, do you lean more to...

n=124

16% Arlen Specter  
18% Joe Hoeffel  
2% Jim Clymer  
65% Do Not Know

Rep1 Not many people voted in the most recent primary election. Did you vote in the April primary election for U.S. Senate, or not?

n= 300

65% Yes, voted  
35% No

Rep2 In the Republican primary for US Senate, did you vote for Arlen Specter or Pat Toomey?

n=194

58% Arlen Specter  
37% Pat Toomey  
5% Do Not Know, Do Not Remember

Q13 If the election for President was being held today and the candidates were George Bush, the Republican, John Kerry, the Democrat, and Ralph Nader, the Independent, would you vote for...

<u>Feb.</u>	<u>March</u>	<u>Aug</u>	
n=398	n=558	n=660	
46%	46%	42%	George Bush
47%	40%	48%	John Kerry
--	3%	3%	Ralph Nader
8%	12%	8%	Do not know

*Note: Ralph Nader was not a response option in Feb. poll*

Q14 Are you absolutely certain you will vote for ... in the election, or are you still making up your mind?

<u>March</u>	<u>Aug</u>	
n=486	n=605	
82%	92%	Certain to vote for ...
18%	8%	Still making up mind

Q15 As of today, do you lean more to...

<u>March</u>	<u>Aug</u>	
n=65	n=51	
28%	28%	George Bush
28%	24%	John Kerry
6%	2%	Ralph Nader
39%	47%	Do Not Know

Q16 What is the main reason you plan to vote for ...? Is it because...

	<b>George Bush</b>		<b>John Kerry</b>	
	<i>March 2004</i> <i>n=252</i>	<i>August 2004</i> <i>n=273</i>	<i>March 2004</i> <i>n=217</i>	<i>August 2004</i> <i>N=314</i>
You like him as a person	20%	11%	8%	4%
You prefer his stand on some issues	63%	63%	39%	44%
You dislike the other candidates	4%	8%	33%	33%
You usually vote for ...	2%	4%	11%	6%
Some other reason	9%	13%	9%	11%
Do not know	2%	2%	1%	2%



Q17 What word or phrase do you think BEST describes ...?

	<b>George Bush</b>	<b>John Kerry</b>
Not trustworthy	11%	8%
Other	10%	12%
Trustworthy	10%	9%
Good leader	7%	1%
Not very intelligent	6%	0%
Bad attitude	5%	3%
Doing his best	5%	1%
Good decision-maker	5%	1%
Don't know	4%	8%
Inexperience	4%	1%
Bad personality	3%	2%
Good morals	3%	1%
Good vision for the US	3%	1%
Bad character	3%	0%
Good work record, experience	2%	3%
General negative	2%	1%
Bad advisors	2%	0%
For big business, fiscal supporters	2%	0%
Indecisive, inflexible	1%	10%
Good attitude	1%	7%
Good character	1%	3%
Supports his stand on issues	1%	2%
Good speaker	1%	2%
Time for a change	0%	5%
Liberal	0%	3%
Intelligent	0%	2%
For the common man	0%	2%

*Note: Only responses endorsed by at least 2% of respondents are reported in the table.*

Q20 Which of the following issues do you think will be MOST IMPORTANT in determining your vote for President this year...

<u>March</u>	<u>Aug</u>	
31%	21%	the economy,
22%	24%	terrorism and homeland security,
12%	13%	health care (including Medicare),
10%	7%	American jobs and foreign competition,
8%	16%	the situation in Iraq,
5%	3%	education,
3%	2%	taxes, or
5%	12%	something else?
3%	1%	don't know

Q21 Do you believe that George BUSH has done a good enough job as President to DESERVE RE-ELECTION, or do you believe it is TIME FOR A CHANGE?

<u>March</u>	<u>Aug</u>	
45%	43%	Deserves re-election
48%	53%	Time for Change
7%	4%	Do Not Know

Q22 Would you re-elect GEORGE BUSH no matter who ran against him?

<u>March</u>	<u>Aug</u>	
n=244	n= 279	
62%	53%	Yes
29%	38%	No
9%	9%	Do not know

Q23 How would you RATE the way GEORGE BUSH is handling his job as President? Would you say he is doing...

	<b>Excellent job</b>	<b>Good job</b>	<b>Only a fair job</b>	<b>Poor job</b>	<b>Do Not Know</b>
<b>August 2004</b>	<b>16%</b>	<b>30%</b>	<b>26%</b>	<b>28%</b>	<b>1%</b>
March 2004	15%	34%	26%	24%	1%
February 2004	13%	32%	26%	28%	1%
November 2003	15%	32%	25%	28%	2%
April 2003	33%	31%	19%	15%	2%

IntQ24 I'm going to read you a list of characteristics that some might use to describe ...Please tell me how well you think each statement describes ...

<b>George Bush</b>	<b>Very well</b>	<b>Pretty well</b>	<b>Not so well</b>	<b>Not at all</b>	<b>Don't know</b>
Shows strong leadership qualities	35% (35%)	28% (32%)	17% (20%)	20% (11%)	1% (3%)
Honest and ethical	31% (32%)	24% (25%)	20% (24%)	22% (16%)	3% (4%)
Cares about people like you	24% (26%)	23% (24%)	23% (23%)	28% (24%)	2% (3%)
Personally likable	31% (33%)	35% (36%)	13% (13%)	18% (15%)	3% (4%)
Says what he believes, not what people want to hear	37% (38%)	27% (31%)	16% (12%)	18% (13%)	2% (6%)
Can be trusted to make the right decisions in international crises	27% (29%)	24% (25%)	19% (16%)	29% (25%)	2% (5%)
Too conservative	22% (23%)	28% (23%)	24% (23%)	22% (24%)	5% (8%)
Shares the same values as you	25% (--)	23% (--)	19% (--)	32% (--)	2% (--)

Note: Percentages in parentheses are from the March 2004 Keystone Poll.

<b>John Kerry</b>	<b>Very well</b>	<b>Pretty well</b>	<b>Not so well</b>	<b>Not at all</b>	<b>Don't know</b>
Shows strong leadership qualities	24% (13%)	36% (37%)	19% (21%)	14% (8%)	7% (21%)
Honest and ethical	24% (14%)	34% (34%)	18% (19%)	13% (10%)	12% (24%)
Cares about people like you	24% (17%)	36% (35%)	17% (17%)	15% (10%)	9% (22%)
Personally likable	25% (20%)	40% (36%)	17% (16%)	12% (10%)	7% (18%)
Says what he believes, not what people want to hear	19% (15%)	31% (29%)	20% (19%)	22% (16%)	8% (22%)
Can be trusted to make the right decisions in international crises	20% (12%)	31% (22%)	17% (19%)	15% (13%)	17% (34%)
Too liberal	27% (23%)	21% (17%)	22% (19%)	19% (18%)	11% (23%)
Shares the same values as you	17% (--)	35% (--)	18% (--)	24% (--)	7% (--)

*Note: Percentages in parentheses are from the March 2004 Keystone Poll.*

Q26 Did you vote in the LAST presidential election in 2000, or not?

91% Yes  
9% No

Q27 Did you vote for George Bush, Al Gore, or Ralph Nader in the 2000 election?

n=593

52% George Bush  
45% Al Gore  
3% Ralph Nader  
1% Do Not Know

Q28 Why are you NOT planning to vote for President BUSH this year?

n= 63

25% Creating enemies, poor handling of IRAQ  
16% Do Not Know  
13% Time for a change  
13% Taking US in wrong direction  
11% OTHER  
11% Economy/jobs  
6% Disagree with his view on certain issues  
6% Lack of performance  
5% Puppet, not running the country  
5% Only for big business  
3% Do not like him  
3% Too militant, war hungry  
2% Pushing religious beliefs onto others  
2% Too inflexible  
2% Concerns regarding civil liberties  
2% Need more information  
2% Can't trust him

*Note: Percentages add to more than 100%, because multiple responses were accepted.*

DEMO I now have a final few questions for statistical purposes only. First...

CNTY What is the name of the county you live in?

9%	Philadelphia
13%	Northeast
11%	Allegheny
10%	Southwest
8%	Northwest
27%	Central
21%	Southeast

AGE What was your age on your last birthday?

4%	18-24
10%	25-34
16%	35-44
22%	45-54
19%	55-64
29%	65 and over

Q29 Recently, Medicare approved drug discount cards became available. Have you applied to receive a drug discount card, or not?

9%	Yes
91%	No

EDUC What was the last grade level of schooling you have completed?

4%	Non high school graduate
29%	High school graduate
16%	Some college
13%	Two year or tech degree
20%	Four year college degree
18%	Postgraduate degree

MAR What is your current marital status?

16%	Single, never married
58%	Married
2%	Separated
10%	Divorced
14%	Widow, widower

LAB Are you or is any member of your household a member of a labor union?

19%	Yes
80%	No
1%	Do not know

IDEO Politically speaking, do you consider yourself to be a liberal, a moderate, or a conservative?

15%	Liberal
48%	Moderate
33%	Conservative
3%	Do not know

IntQ30 Some radio talk show hosts have been very vocal about expressing their views about the candidates running for president. Please tell me whether or not you are a regular listener to each of the following talk radio programs. Do you regularly listen to...

	Yes	No	Don't know
Rush Limbaugh	14%	86%	0%
Sean Hannity	15%	84%	2%
Howard Stern	8%	92%	0%

Q31 Have Howard Stern's opinions made you more likely to vote for President Bush, more likely to vote for John Kerry, or hasn't it made any difference in who you were planning to vote for?

n=53

0% More likely to vote for President BUSH  
 28% More likely to vote for John KERRY,  
 72% No difference

Q32 Have you seen the movie Fahrenheit 9/11, or not?

11% Yes  
 89% No

Q32yes Did the movie make you...

n=70

1% More likely to vote for President Bush,  
 39% Less likely to vote for President Bush, or  
 60% Didn't it make any difference in your plans to vote for the president?

PRTY1 In politics, as of today, do you think of yourself as a Republican, a Democrat, or an Independent?

24% Strong Republican  
 13% Republican  
 7% Lean Republican  
 4% Pure Independent  
 11% Lean Democrat  
 12% Democrat  
 24% Strong Democrat  
 4% Do Not Know

ABORT Do you think that abortion should be...

20% Legal under any circumstances,  
 61% Legal under certain circumstances, OR  
 18% Illegal in ALL circumstances?  
 1% Do Not Know

Q33 Are you a gun owner?

29% Yes  
71% No

Q34 Generally speaking, do you favor or oppose creating more laws that regulate gun ownership?

35% Strongly favor  
20% Somewhat favor  
15% Somewhat oppose  
23% Strongly oppose  
7% Do not know

Hispanic Are you Hispanic or Latino?

2% Yes  
98% No

RACE Which of the following categories best describes your racial background?

89% White  
7% Black or African American  
4% Other

REL Do you consider yourself to be Catholic, Protestant, Jewish or something else?

33% Catholic  
42% Protestant  
3% Jewish  
22% Something Else

BAC Do you consider yourself to be a born-again Christian or fundamentalist?

33% Yes  
64% No  
3% Do Not Know

Q35 Do you believe that RELIGION can answer all or most of today's problems?

35% Yes  
62% No  
3% Do Not Know

Q36 Which of these statements comes CLOSEST to describing your feelings about the Bible?

26% The Bible is the actual word of God and is to be taken literally, word for word, OR  
55% The Bible is the inspired word of God but not everything in it should be taken literally, word for word, OR  
16% The Bible is an ancient book of fables, legends, history, and moral precepts recorded by men.  
3% Do Not Know

Q37 Do you or members of your household participate in a retirement plan that invests in stocks and other securities?

69% Yes  
29% No  
1% Do Not Know

Q38 In the PAST YEAR, have you personally had an increase, a decrease, or no change in your HOUSEHOLD INCOME?

3%	Large increase
14%	Moderate increase
21%	Small increase
40%	No change
4%	Small decrease
8%	Moderate decrease
9%	Large decrease
1%	Do not know

INC1 And, just for statistical purposes, we need to know if your total family income is above or below \$30,000 per year?

8%	Under \$15,000
22%	\$15-\$30,000
13%	\$30-40,000
12%	\$40-50,000
18%	\$50-75,000
23%	Over \$75,000
4%	Do Not Know

DONE Gender of respondent

39%	Male
61%	Female