



## MEMORANDUM

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To: Hamilton Fish  
The Nation Institute

From: Lake Snell Perry & Associates

Subject: Overview of Ralph Nader Voters

Date: October 21, 2004

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**SUSAN KANNEL**  
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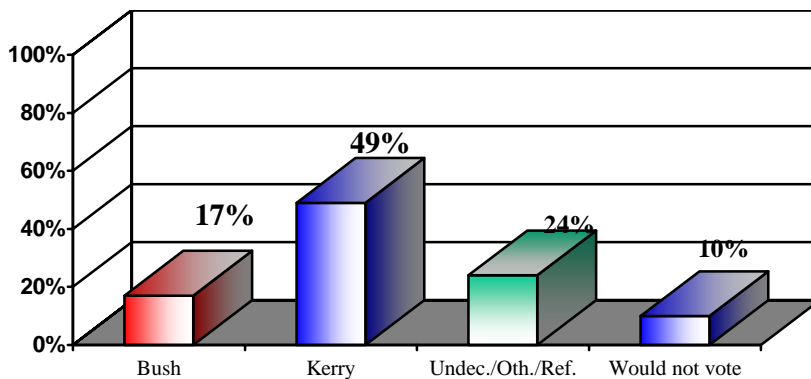
On behalf of The Nation Institute, Lake Snell Perry & Associates conducted a poll<sup>1</sup> of registered voters in selected battleground states who either support Nader today or could potentially support him on Election Day. The research gives new insights on who the Nader voters are in 2004, how they view their choices in this election and how they might shift in the final week. Highlights of the poll include:

- Nader voters have very positive feelings about Nader personally giving him an average rating of 77.4 on a scale from 0 to 100. Those who are potential Nader voters also rate Nader very favorably (65.6). Nader voters are particularly likely to see their candidate as independent, for the people not the powerful, on your side, and willing to take on corporations. They volunteer that the best reason to support Nader is that he is not a Democrat or a Republican.
- Ralph Nader takes away support from John Kerry in battleground states, as Nader voters would still vote if Nader were not on the ballot, and they would support Kerry by three-to-one over Bush. Only 16% say they would not vote if Nader were not on the ballot.

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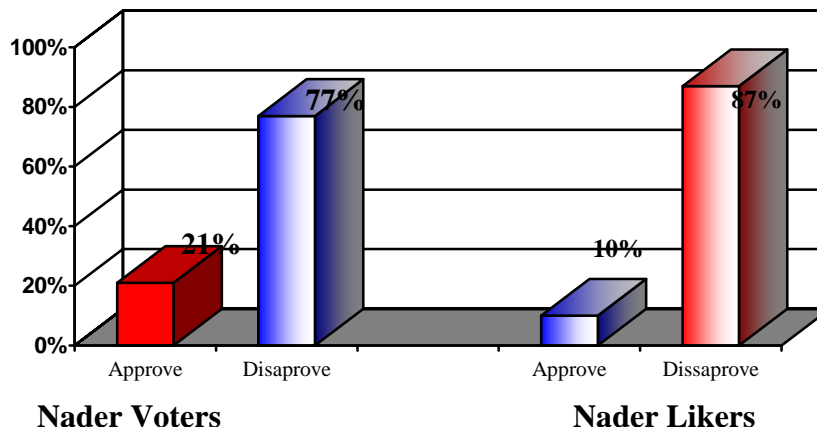
<sup>1</sup> Survey of 500 registered voters (300 Nader voters and 200 who like Nader but are undecided or weak Kerry voters) in Florida, Iowa, Minnesota, Nevada, New Hampshire, New Mexico, West Virginia, and Wisconsin. The poll was conducted October 17-19, 2004 from a sample of Nader supporters identified in earlier polling in these states and has a margin of error of +/- 4.4%.

**Second Choice of Nader Voters**



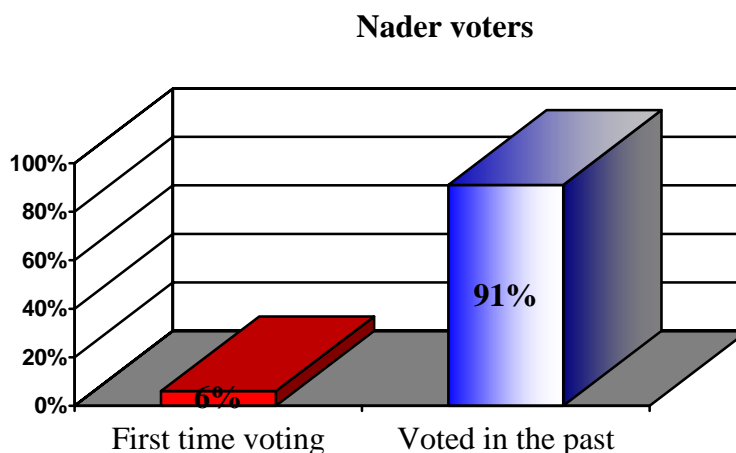
- Both Nader voters and potential Nader voters have broad and consistently negative views of Bush. They dislike Bush personally (Nader voters 28.1 on a 0-100 scale; Nader likers rate Bush 28.4) and they overwhelmingly disapprove of the job Bush is doing (77% of Nader voters and 87% negative among potential Nader voters).

**Bush job rating**



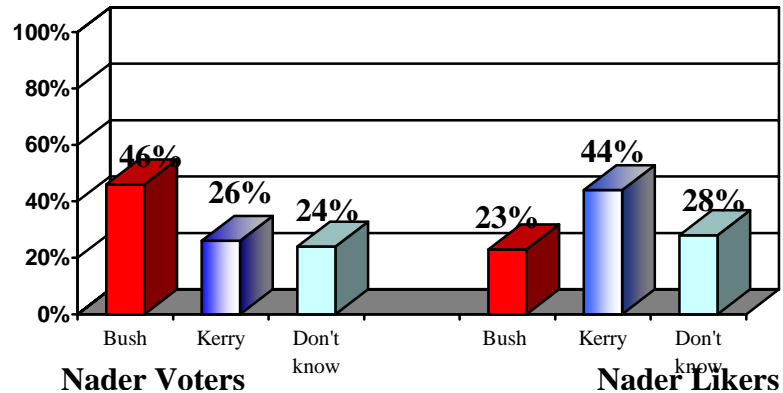
- Over three quarters of these voters believe the country is going in the wrong direction. On the issues of the day and the character traits important in a President fewer than 10% of these voters pick Bush as better able to do the job. Even on Iraq only 14% say Bush would do the best job.
- Nearly one-third of Nader voters actually rate Kerry as the best candidate on the major issues of jobs, the war and health care – which are their top issue concerns. However, there is a difference between them when rating John Kerry. Nader voters only give Kerry a 42.0 mean rating, while potential Nader voters feel much more positive toward Kerry (63.9).

- Both Nader voters and potential supporters feel that the best reason not to vote for Nader in the election is the risk of keeping Bush in office. Thirty-five percent of Nader voters and 41% of Nader likers cite this as the top reason not to vote for Nader in open-ended responses. After hearing about the consequences of 4 more years of Bush, these numbers jump to 45% and 43% respectively.
- Contrary to the claims of the Nader campaign, Nader voters are not first time voters and turning out only to vote for Nader. Over 90% of both Nader voters and potential supporters have voted in the past and seven in ten (71%) of Nader voters say they would turn out to vote even if Ralph Nader were not on the ballot.



- Again, contrary to conventional wisdom, both Nader voters and potential supporters are concerned with the same issues as the general voting population. The economy and jobs (Nader voters 32%; potential voters 39%), health care (Nader voters 30%; potential voters 32%), and the war in Iraq (Nader voters 25%; potential voters 23%) are the top concerns to this voting bloc. After hearing issue-based messages about the risk of four more years of Bush, Nader voters are more open to Kerry. Four in ten Nader voters find messages on the Iraq war, health care, and the economy “very convincing” as reasons to vote for Kerry.
- Although the demographic and ideological make up of Nader voters and potential supporters is very similar, a critical distinction between those who merely like Nader and those who actually vote for him is who they think will win the election. By almost two-to-one Nader voters expect Bush to win, while those who only like Nader think John Kerry will win, also by almost two-to-one. If Nader voters believe that Kerry can beat Bush that may help shift them to Kerry.

**Which candidate do you think is going to win**



- These are not the typical Nader voters that we have seen in past elections. Strikingly, the ideological make up of Nader voters and likers is more moderate (56%) than liberal (26%). Nader voters are strongly independent (62%) while those who merely like him tend to be Democrats (54%). Demographically they tend to be more non-college educated than college educated – a major shift from 2000 - and tend to be under 50 years old, but only a small minority are under 30.

**Party ID and ideology**

