

**NATION INSTITUTE  
FINAL WEIGHTED FREQUENCIES  
500 registered Voters in FL, IA, MN, NV, NH, NM, WV, WI  
[300 Nader voters +200 Nader likers]  
October 17 – 19, 2004**

	<b>TOTAL</b>	<b>NADER VOTERS</b>	<b>NADER LIKERS</b>
<b>GENDER OF RESPONDENT</b>			
Male .....	47	48	45
Female .....	53	52	55
 1. First of all are you registered to vote at this address?			
Yes .....	100	100	100
No.....	<b>TERMINATE</b>		
 2. What are the chances of your voting in the 2004 election for president – are you almost certain to vote, will you probably vote, are the chances 50-50, or don't you think you will vote?			
almost certain.....	74	79	67
probably .....	22	17	29
50-50 .....	4	3	4
will not vote .....	0	0	0
(Don't know/refused).....	0	0	0
 3. Is this the first time you have voted or have you voted in the past?			
First time .....	7	6	8
Voted in the past .....	91	91	91
(Don't know/refused).....	2	2	1

	<b>TOTAL</b>	<b>NADER VOTERS</b>	<b>NADER LIKERS</b>
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I'd like you to rate your feelings toward some people and organizations using a scale from zero to one hundred, on which a "100" means that you feel VERY WARM and FAVORABLE toward that person or organization, a "0" means that you feel VERY COLD and UNFAVORABLE, and a "50" means that you do not feel particularly warm or cold. You may use any number from zero to one hundred, depending on how you feel toward that person or organization. If you have no opinion or have never heard of that person or organization, please say so.

4. \_George W. Bush

MEAN.....	28.2	28.1	28.4
100 .....	2	2	2
76-99 .....	3	2	5
51-75 .....	11	11	10
50 .....	13	14	11
0-49 .....	70	69	70
Don't know .....	2	1	2
Never heard .....	0	0	0

5. \_John Kerry

MEAN.....	50.7	42.0	63.9
100 .....	2	0	3
76-99 .....	13	7	21
51-75 .....	31	21	47
50 .....	22	26	16
0-49 .....	31	44	10
Don't know .....	2	1	2
Never heard .....	0	0	0

6. \_Ralph Nader

MEAN.....	72.6	77.4	65.6
100 .....	13	21	1
76-99 .....	23	29	15
51-75 .....	59	42	85
50 .....	4	6	0
0-49 .....	1	1	0
Don't know .....	1	1	0
Never heard .....	0	0	0

**TOTAL                      NADER  
VOTERS                      NADER  
LIKERS**

7. Looking ahead to this year's presidential election, if the election were held today, and the choice were between **[ROTATE:]** \_Republican George W. Bush, \_Democrat John Kerry or Independent Ralph Nader, for whom would you vote?

**(IF RESPONDENT MAKES A CHOICE, ASK:)** Do you feel that way strongly or not so strongly?  
**[IF RESPONDENT IS UNDECIDED ASK:]** Well, which way do you lean at this time?

Bush – strong .....	<b>TERMINATE</b>					
Bush – not-so-strong .....	<b>TERMINATE</b>					
undecided – lean Bush .....	<b>TERMINATE</b>					
Kerry – strong.....	<b>TERMINATE</b>					
Kerry – not-so-strong .....	16	<b>28</b>	0	<b>0</b>	40	<b>70</b>
undecided – lean Kerry .....	12		0		29	
Nader – strong .....	34	<b>60</b>	57	<b>100</b>	0	<b>0</b>
Nader – not-so-strong .....	13		22		0	
undecided – lean Nader .....	13		22		0	
undecided.....	11		0		28	
(other).....	1		0		2	
(don't know/refused).....	<b>TERMINATE</b>					

**ASK Q8 and Q9 IF NADER VOTER ONLY (Q7 = 7-9)**

8. And if Ralph Nader weren't running who would be your second choice -- **[ROTATE:]** Republican George W. Bush, or Democrat John Kerry?

Bush .....	17	17
Kerry.....	49	49
(Undecided).....	11	11
(Other candidate) .....	7	7
(Would not vote).....	10	10
(Refused) .....	6	6

9. And if Ralph Nader were not on the ballot, would you still vote for President in this election or would you not come out and vote?

Still vote.....	71	71
Would not come out and vote .....	16	16
(don't know/refused).....	13	13

TOTAL	NADER VOTERS	NADER LIKERS
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**RESUME ASKING ALL [NADER VOTERS AND NADER LIKERS]**

10. 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?

Right direction .....	12	15	7
Wrong track.....	79	72	88
(Don't know/refused) .....	10	13	5

11. Here is a list of concerns that some people have in your state. Please rank the top 2 in terms of the ones you personally worry about the MOST:

**READ AND ROTATE:**

_the economy and jobs.....	35	32	39
_education.....	16	14	19
_taxes & the federal deficit.....	15	13	17
_retirement and Social Security .....	9	11	6
_health care & prescription drugs .....	31	30	32
_crime and drugs .....	3	3	4
_protecting the environment .....	15	17	11
_terrorism and security .....	10	10	12
_moral values .....	4	4	4
_the war in Iraq .....	24	25	23
_corporations having too much power..	12	14	9
_protecting civil liberties .....	6	7	4
_(Don't know) .....	8	8	7

12. Do you APPROVE or DISAPPROVE of the way George W. Bush is handling his job as President?

**FOLLOW\_UP:** And is that STRONGLY (approve/disapprove) or SOMEWHAT (approve/disapprove)?

Strongly approve .....	4	<b>16</b>	3	<b>21</b>	4	<b>10</b>
Somewhat approve .....	13		17		6	
Somewhat disapprove .....	22		19		27	
Strongly disapprove .....	59	<b>81</b>	58	<b>77</b>	60	<b>87</b>
(don't know/refused).....	3		2		3	

	TOTAL	NADER VOTERS	NADER LIKERS
13. What do you think is the single most important reason why voters support Ralph Nader?			
Third party/Not a Democrat or Republican/ Tired of Parties.....	23	30	13
He's not Kerry or Bush/Not crooked politician .....	7	7	7
Another choice .....	4	4	6
Nader is an outsider.....	0	0	1
Independent candidate/Not typical politician .....	5	5	4
Need change/Change from status quo/ Will shake things up .....	7	7	7
Good Character/Caring/Intelligent .....	4	5	1
Honest/Straight forward/Speaks his mind/ Trustworthy .....	8	9	8
Good for environment .....	4	2	8
For the people/Not for corporations .....	8	8	7
Will get to the issues/No political agenda .....	5	6	4
Exercising freedom to choose/Out of principle ....	0	0	1
Not negative .....	0	0	0
Generally positive.....	1	0	1
Generally negative .....	0	0	1
None/Nothing .....	1	0	3
Other .....	12	10	14
Don't know/refused .....	10	7	15

**SPLIT SAMPLE A**

14. What do you think is the single most important reason why voters should NOT support Ralph Nader?

Will take votes away from Kerry/Keep Bush in Office/Sway election .....	37	35	41
People throwing their vote away .....	2	0	5
Not part of the political establishment .....	2	2	1
Nader will not win/No chance to win .....	11	10	12
Nader not reasonable/Nader is a lunatic.....	0	0	0
Lack of political experience/Not politician .....	3	1	6
His stance on issues .....	1	0	2
Not suited to be President/Not ready to be president .....	1	1	1
Always runs and loses .....	1	1	1
Generally positive.....	1	1	1
Generally negative .....	0	0	0
None/Nothing .....	12	17	6
Other .....	6	7	4
Don't know/refused .....	23	26	20

**END SPLIT SAMPLE A**

**TOTAL                      NADER  
VOTERS                      NADER  
LIKERS**

**RESUME ASKING ALL**

15. Regardless of which candidate you support for president, which candidate do you think is going to win?

Bush .....	37	46	23
Kerry.....	33	26	44
Ralph Nader.....	2	2	1
(Don't Know) .....	25	24	28
(Other candidate) .....	0	0	1
(Refused) .....	2	1	4

Now, I am going to read you a different list of words and phrases which people use to describe political figures. Regardless of the candidate you currently support, please tell me whether you feel each phrase describes, Bush, Kerry or Ralph Nader.  
Here's the first one:

**[READ ITEM]** Is that a better description of – [Bush], [Kerry] or [Ralph Nader]?

**[FOLLOW –UP:]** Is that MUCH better or just SOMEWHAT better?

**[ROTATE Q16 – Q19]**

16. \_On your side

Bush much better .....	2	<b>2</b>	1	<b>2</b>	3	<b>3</b>
Bush somewhat better .....	1		1		1	
Kerry much better.....	10	<b>25</b>	3	<b>11</b>	20	<b>46</b>
Kerry somewhat better .....	15		8		25	
Ralph Nader much better .....	34	<b>50</b>	49	<b>70</b>	10	<b>21</b>
Ralph Nader somewhat better .....	17		21		11	
(all) .....	1		0		1	
(Bush and Kerry) .....	0		0		1	
(Bush and Nader) .....	2		1		2	
(Kerry and Nader) .....	9		5		14	
(none) .....	5		5		5	
(don't know) .....	6		5		7	

	TOTAL	NADER VOTERS		NADER LIKERS		
17. _Independent						
Bush much better .....	1	2	1	1	2	2
Bush somewhat better .....	0		0		0	
Kerry much better.....	6	15	2	6	14	29
Kerry somewhat better .....	9		4		15	
Ralph Nader much better .....	48	71	61	85	28	49
Ralph Nader somewhat better .....	23		23		21	
(all) .....	2		1		3	
(Bush and Kerry) .....	0		0		0	
(Bush and Nader) .....	1		1		1	
(Kerry and Nader) .....	4		3		7	
(none) .....	3		3		3	
(don't know) .....	3		1		6	
18. _Will be for the people, not the powerful						
Bush much better .....	1	2	1	2	2	2
Bush somewhat better .....	1		1		1	
Kerry much better.....	9	22	2	9	19	43
Kerry somewhat better .....	13		7		24	
Ralph Nader much better .....	39	59	54	77	16	31
Ralph Nader somewhat better .....	20		23		15	
(all) .....	0		0		0	
(Bush and Kerry) .....	0		0		0	
(Bush and Nader) .....	1		1		1	
(Kerry and Nader) .....	7		5		10	
(none) .....	3		2		6	
(don't know) .....	4		3		6	
19. _Will take on big corporations						
Bush much better .....	2	3	2	4	2	2
Bush somewhat better .....	1		2		1	
Kerry much better.....	11	25	5	14	19	42
Kerry somewhat better .....	15		9		23	
Ralph Nader much better .....	41	56	51	70	25	35
Ralph Nader somewhat better .....	15		19		10	
(all) .....	1		1		0	
(Bush and Kerry) .....	0		0		1	
(Bush and Nader) .....	1		1		1	
(Kerry and Nader) .....	7		7		8	
(none) .....	2		2		2	
(don't know) .....	5		2		9	

**TOTAL                      NADER  
VOTERS                      NADER  
LIKERS**

Now, I am going to read a list of issues. For each, please tell me, overall, whether you think George W. Bush, John Kerry or Ralph Nader would do a better job with each of the following issues. If you do not know, just tell me and we will move on to the next item.

**IF CANDIDATE CHOSEN:** And would he would do a MUCH better job on that issue, or only a SOMEWHAT better job?

**[ROTATE Q20 – Q22]**

20. \_The situation in Iraq

Bush much better job .....	8	<b>14</b>	9	<b>16</b>	6	<b>11</b>
Bush somewhat better job .....	6		7		5	
Kerry much better job.....	20	<b>40</b>	13	<b>28</b>	30	<b>60</b>
Kerry somewhat better job .....	20		14		30	
Ralph Nader much better job .....	22	<b>30</b>	33	<b>43</b>	5	<b>10</b>
Ralph Nader somewhat better job .....	8		9		5	
(don't know/refused) .....	15		13		19	

21. \_The economy and jobs

Bush much better job .....	3	<b>7</b>	3	<b>6</b>	4	<b>8</b>
Bush somewhat better job .....	4		4		4	
Kerry much better job.....	19	<b>44</b>	13	<b>30</b>	28	<b>66</b>
Kerry somewhat better job .....	25		17		38	
Ralph Nader much better job .....	26	<b>39</b>	38	<b>54</b>	8	<b>15</b>
Ralph Nader somewhat better job .....	12		16		7	
(don't know/refused) .....	10		10		11	

22. \_Health care

Bush much better job .....	2	<b>5</b>	2	<b>3</b>	3	<b>7</b>
Bush somewhat better job .....	2		1		4	
Kerry much better job.....	19	<b>42</b>	12	<b>32</b>	29	<b>58</b>
Kerry somewhat better job .....	23		19		29	
Ralph Nader much better job .....	29	<b>40</b>	40	<b>53</b>	11	<b>21</b>
Ralph Nader somewhat better job .....	12		13		9	
(don't know/refused) .....	13		12		15	

	TOTAL	NADER VOTERS	NADER LIKERS
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**RESUME ASKING ALL**

Now, I'm going to read you some other statements people have been making. Please tell me whether each, if it were true, is a very convincing, somewhat convincing, not too convincing, or not at all convincing reason to vote for John Kerry. If you are not sure how you feel about a particular item, please say so.

23. **\_Our economy is at risk. Bush supports continuing tax breaks for companies that send jobs overseas and expanding tax breaks for the wealthiest 1%. He opposes raising the minimum wage and Bush has given billions in no-bid contracts to friends at Halliburton. We need politicians that will help working middle-class families. We can not risk electing Bush.**

Very convincing.....	45	<b>74</b>	39	<b>67</b>	54	<b>85</b>
Somewhat convincing.....	29		27		31	
Not too convincing.....	12		15		8	
Not at all convincing.....	11	<b>24</b>	16	<b>31</b>	4	<b>12</b>
(Not sure).....	2		2		3	

24. **\_SSA: We went to war in Iraq based on lies about weapons of mass destruction. We have spent 200 billion dollars rebuilding Iraq with no bid contracts to corporate contributors like Cheney's company Halliburton. Bush has no plan to get out of Iraq and now Bush and the Pentagon have a plan to reinstate the draft. We can not risk electing Bush.**

Very convincing.....	45	<b>74</b>	41	<b>66</b>	52	<b>85</b>
Somewhat convincing.....	29		25		34	
Not too convincing.....	15		20		8	
Not at all convincing.....	9	<b>24</b>	12	<b>32</b>	4	<b>12</b>
(Not sure).....	2		2		3	

25. **\_SSB: We went to war in Iraq based on lies about weapons of mass destruction. We have spent 200 billion dollars rebuilding Iraq with no bid contracts to corporate contributors like Cheney's company Halliburton. Bush has no plan to get out of Iraq. We can not risk electing Bush.**

Very convincing.....	47	<b>71</b>	38	<b>62</b>	61	<b>85</b>
Somewhat convincing.....	24		24		24	
Not too convincing.....	13		15		10	
Not at all convincing.....	13	<b>26</b>	18	<b>34</b>	5	<b>15</b>
(Not sure).....	3		4		0	

26. **\_Health care costs are rising out of control. Bush has no plan to get health care costs under control. He has taken 7.5 million dollars in contributions from drug companies and insurance companies and now opposes re-importing cheaper drugs from Canada. Under Bush, Medicare rates were just raised 17% - the biggest increase in history, with the money largely going to HMO's and drug companies. With health care costs going up and coverage reduced, we can not risk re-electing George W. Bush.**

Very convincing.....	48	<b>76</b>	41	<b>66</b>	59	<b>90</b>
Somewhat convincing.....	28		25		31	
Not too convincing.....	12		16		7	
Not at all convincing.....	10	<b>22</b>	16	<b>32</b>	2	<b>9</b>
(Not sure).....	2		2		2	

**TOTAL                      NADER  
VOTERS                      NADER  
LIKERS**

**SPLIT SAMPLE B**

27. What do you think is the single most important reason why voters should NOT support Ralph Nader?

Will take votes away from Kerry/Keep			
Bush in Office/Sway election .....	44	45	43
People throwing their vote away .....	2	0	4
Not part of the political establishment .....	1	2	0
Nader will not win/No chance to win .....	9	7	12
Nader not reasonable/Nader is a lunatic.....	0	0	0
Lack of political experience/Not politician .....	4	2	6
His stance on issues .....	3	3	4
Not suited to be President/Not ready to			
be president .....	1	1	1
Always runs and loses .....	0	0	0
Generally positive.....	0	0	0
Generally negative .....	0	0	0
None/Nothing .....	8	10	4
Other .....	7	6	8
Don't know/refused .....	21	23	18

**END SPLIT SAMPLE B**

28. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

**[IF REPUBLICAN OR DEMOCRAT:]** Do you consider yourself a strong (Republican/Democrat) or a not-so-strong (Republican/Democrat)?

**[IF INDEPENDENT:]** Would you say that you lean more toward the Republicans or more toward the Democrats?

strong Republican .....	2	<b>8</b>	1	<b>8</b>	3	<b>7</b>
not-so-strong Republican .....	2		2		1	
independent - lean Republican .....	5		6		3	
independent .....	51		62		34	
independent - lean Democratic .....	18		15		23	
not-so-strong Democrat .....	11		5		19	
strong Democrat .....	6	<b>35</b>	2	<b>22</b>	11	<b>54</b>
(don't know/other) .....	6		7		5	

29. In terms of politics, do you consider yourself liberal, moderate, or conservative?

Liberal .....	26	24	29
Moderate .....	56	56	55
Conservative .....	13	14	11
(don't know).....	4	4	4
(refused) .....	2	2	2

**TOTAL                      NADER  
VOTERS                      NADER  
LIKERS**

30. What is your age? .....

**IF REFUSED:** I am going to read you some categories. Stop me when we get to your category.

**READ CATEGORIES:**

18-24 years .....	4	3	6
25-29 .....	7	6	8
30-34 .....	9	8	11
35-39 .....	13	15	11
40-44 .....	13	13	12
45-49 .....	10	9	11
50-54 .....	9	8	11
55-59 .....	8	8	8
60-64 .....	6	7	3
65-69 .....	5	5	5
70-74 .....	4	4	4
Over 74 .....	7	7	5
(refused/don't know).....	4	5	3

31. What is the last year of schooling that you have completed?

**DO NOT READ**

1 - 11th grade.....	1	1	2
high school graduate.....	28	29	26
non-college post H.S. ....	4	4	5
some college .....	28	27	30
college graduate.....	29	28	30
post-graduate school .....	8	10	6
(don't know) .....	1	2	1

32. Are you married, unmarried living with partner, single, separated, divorced or widowed?

Married .....	58	61	54
Unmarried with partner .....	4	4	5
Single .....	17	13	23
Separated/divorced.....	8	9	7
Widowed .....	8	9	6
(Don't know/refused).....	4	4	4

33. To make sure you are marked correctly off the list, what is your zip code? \_\_\_\_\_

34. Finally, for verification, may I have just your first name? \_\_\_\_\_

**THIS COMPLETES OUR SURVEY. THANK YOU VERY MUCH FOR YOUR TIME, AND HAVE A PLEASANT (DAY/EVENING).**