

AMERICA'S HEALTH INSURANCE PLANS
2004 POST-ELECTION SURVEY REGARDING HEALTH CARE ISSUES
NOVEMBER 3-4, 2004

This survey of 1000 people who voted in the 2004 Presidential election shows that health care, while not a dominant issue like values, Iraq, terrorism, and the economy, was still considered to be very important by eight out of ten voters. Voters in 2004 thought the presidential debate on health care too often was not specific enough, or addressed problems but not solutions. This survey provides some clear guidance for the direction voters would like the health care debate to take in the future.

KEY FINDINGS

- 1. Almost eight out of ten voters in the 2004 election say health care issues are very important.** Seventy-eight percent of voters say health care issues are very important, including 67 percent of Bush voters and 90 percent of Kerry voters.
- 2. The 2004 election was dominated by values, Iraq, the economy, and terrorism.** When asked which type of issue had the greatest effect on their vote for President, 23 percent said moral values, 22 percent the war in Iraq, 17 percent terrorism and national security, and 17 percent jobs and the economy. Among Bush voters, moral values ranked first at 41 percent, with terrorism second at 29 percent and Iraq at 13 percent. Among Kerry voters, the war in Iraq was first at 33 percent, jobs and the economy second at 31 percent, and health care third at 9 percent.
- 3. Voters think making health care better and more affordable should be addressed first.** Sixty-seven percent want the country to focus first on making health care better and more affordable, while 27 percent want to focus first on covering more of the uninsured. Bush voters want the emphasis on better and more affordable health care by a margin of 75 to 21 percent, while Kerry voters agree by a margin of 58 to 35 percent.
- 4. Almost half the voters think the American health care system has parts that work well, and broken parts that need significant changes.** Only 16 percent of voters think the health care system is "basically working well and needs just a few changes." Forty-eight percent think the system "has parts that work well, and broken parts that need significant changes," and 34 percent think the system is broken and needs a fundamental overhaul. These results are almost identical to those found in a March 2002 survey of all adults.
- 5. When asked what they did not like about the health care debate, the two dominant concerns are the debate not being specific enough, and the debate focusing too much on problems but not solutions.** Thirty-five percent thought it was not sufficiently specific, while 28 percent said it needed to offer more solutions. Those were the top two complaints among both Bush and Kerry voters.

6. Half of voters trust the private sector more than the government to produce solutions to their health care concerns, with sharp differences between Bush and Kerry voters. But supporters of both candidates favor government-private sector partnerships when addressing health care issues. Forty-nine percent of voters trust the private sector more than the government to create health care solutions, and 40 percent trust the government. Bush voters trust the private sector by a margin of 63 to 27 percent, while Kerry voters trust the government by a margin of 54 to 35 percent. But 58 percent support and 30 percent oppose government-private sector partnerships, with little difference between Bush and Kerry voters.

7. Because a majority of voters think consumers should have the option of choosing more basic coverage at a lower cost, they think mandating health care coverage that raises costs is a bad idea. Fifty-four percent of voters think mandates are a bad idea because "consumers should have the option of choosing more basic coverage at a lower cost," while 33 percent think mandates are a good idea because "services should be covered despite the additional cost." Majorities of both Bush and Kerry voters think mandates are a bad idea.

8. More than nine out of ten voters think the public has a right to know how hospitals, physicians, and nursing homes are evaluated on their ability to meet performance measures. When health care providers are evaluated on performance measures, 93 percent of voters think the public has a right to know the results of those evaluations, and only 4 percent disagree.

9. By a 22-point margin, voters think the current medical malpractice system is defective. Rather than holding bad doctors accountable and creating incentives for better care, voters think that the current system drives up the cost of care and drives good doctors out of medicine. Fifty-six percent of voters think the current medical malpractice system drives up the cost of care and drives good doctors out of medicine, and 34 percent think it holds bad doctors accountable and creates incentives for better care.

10. By a margin of four to one, when disputes arise between patients and health plans over coverage, voters prefer a quick appeals process where an independent panel of physicians would make the final decision, as opposed to suing the health plan and recovering damages. Voters prefer the independent appeals panel by a margin of 71 to 18 percent, including overwhelming majorities among both Bush and Kerry voters. That compares to a margin in favor of the appeals process of 65 to 19 percent in 2000, and 68 to 18 percent in 2002.

11. Three-fourths of voters think it is very important for Medicare recipients to have the same choices of private health coverage that are available to the rest of the population. Seventy-four percent say that is very important, and another 19 percent somewhat important, for elderly people to have choices among private health coverage plans.

12. Voters remain overwhelmingly satisfied with their health insurance coverage. Eighty-three percent of voters are satisfied with their health insurance coverage (38 percent very, 45 percent somewhat), while only 15 percent are dissatisfied (4 percent very, 11 percent somewhat). In 2000 voters were satisfied with their health insurance coverage by 80 to 13 percent, and they were satisfied in 2002 by 81 to 17 percent.



America's Health Insurance Plans

2004 National Post-Election Survey
Regarding Health Care Issues

November 3-4, 2004

Conducted by:

Ayres, McHenry & Associates, Inc.

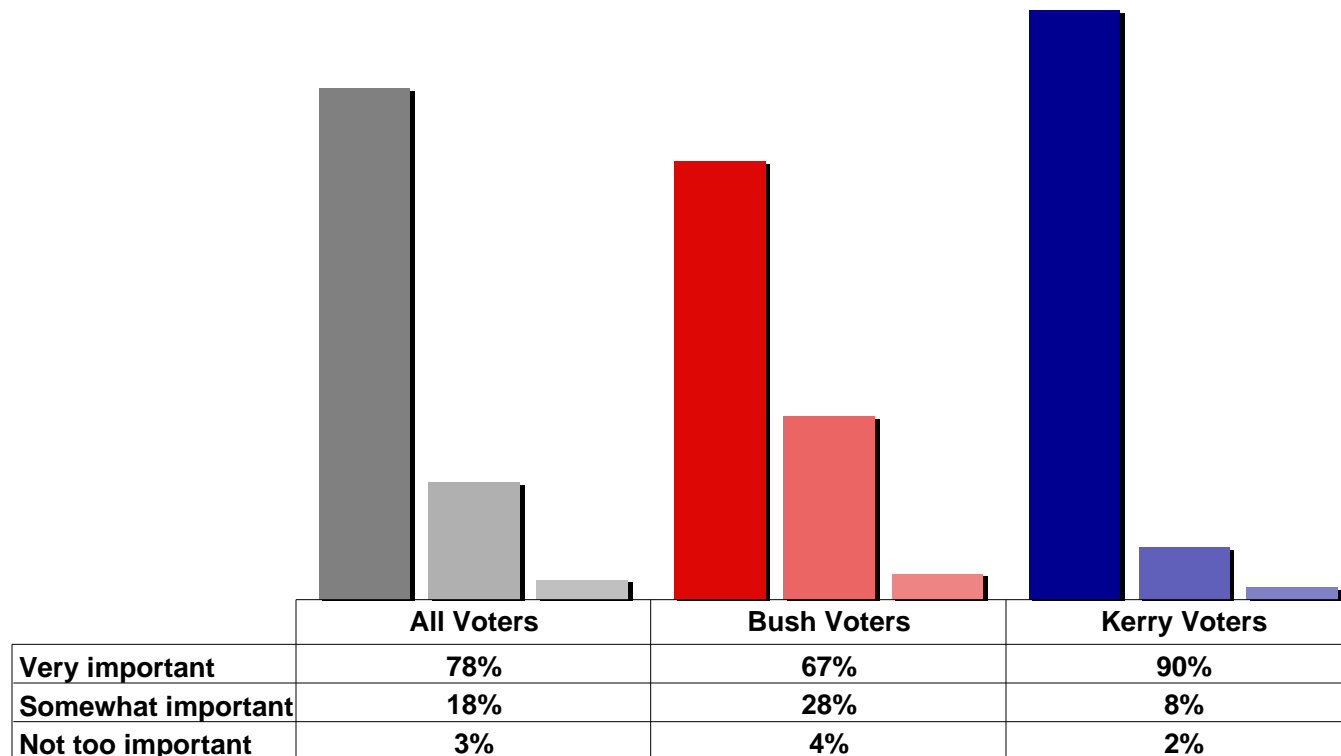
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Almost eight out of ten voters think health care issues are very important.

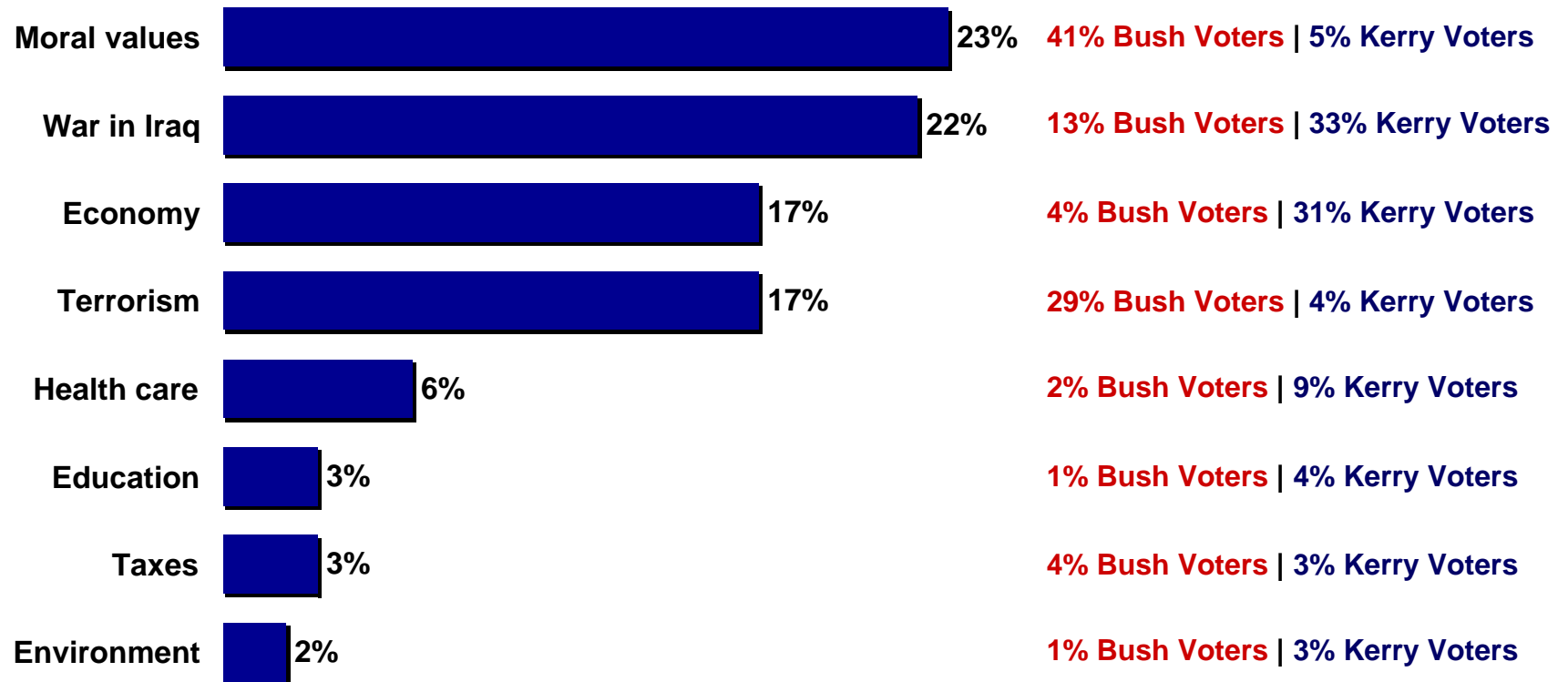
Overall, when you think about issues facing the country, would you say health care issues are very important, somewhat important, or not too important?



The 2004 election was dominated by moral values, Iraq, the economy, and terrorism.

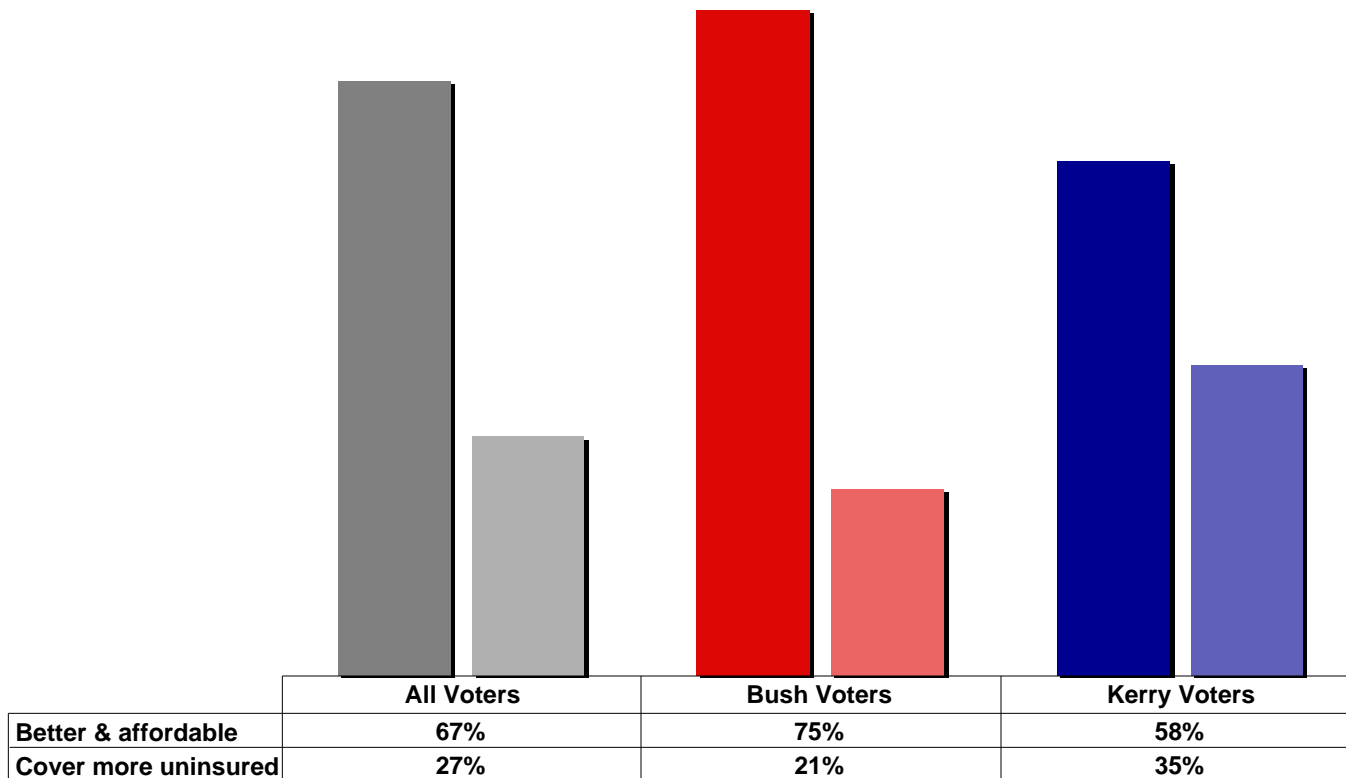
Which of the following types of issues had the greatest effect on your vote in the election for president this year, those involving terrorism and national security; the war in Iraq; jobs and the economy; education; crime; taxes; health care; moral values, or the environment?

Ranked by All Voters



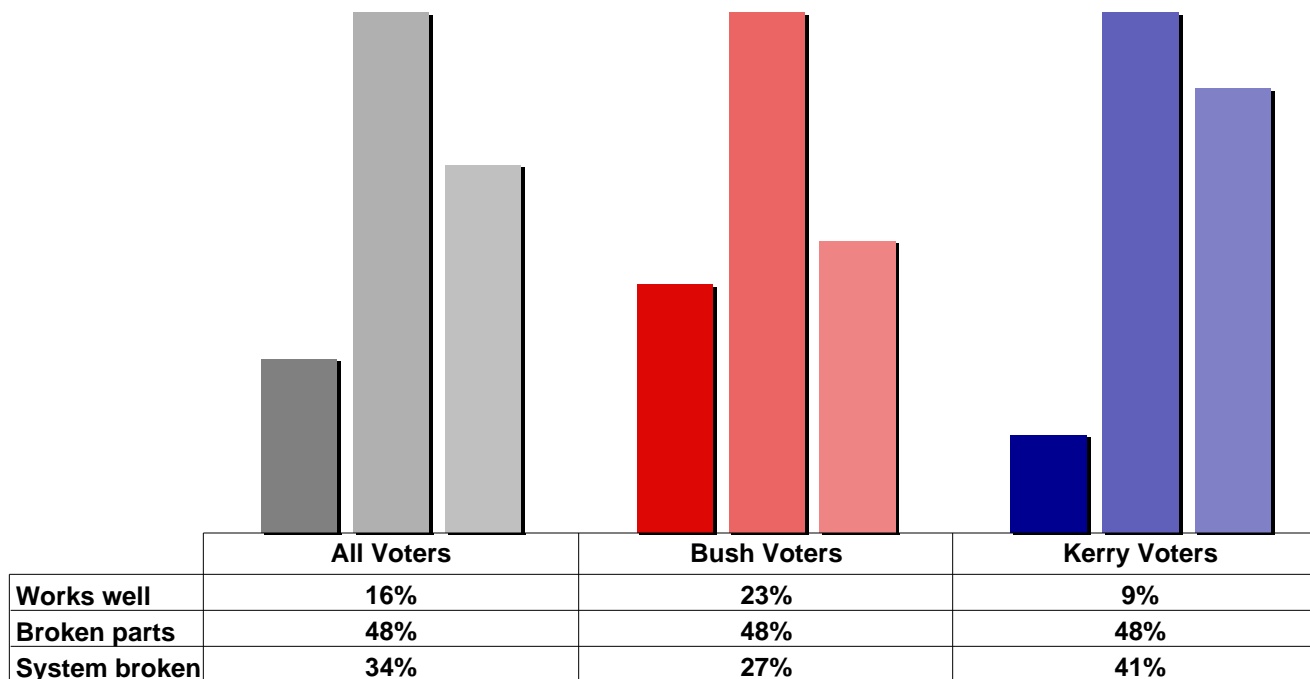
Voters think making health care better and more affordable should be addressed first.

Which priority do you think the country should focus on first: making health care better and more affordable, or covering more of the uninsured?



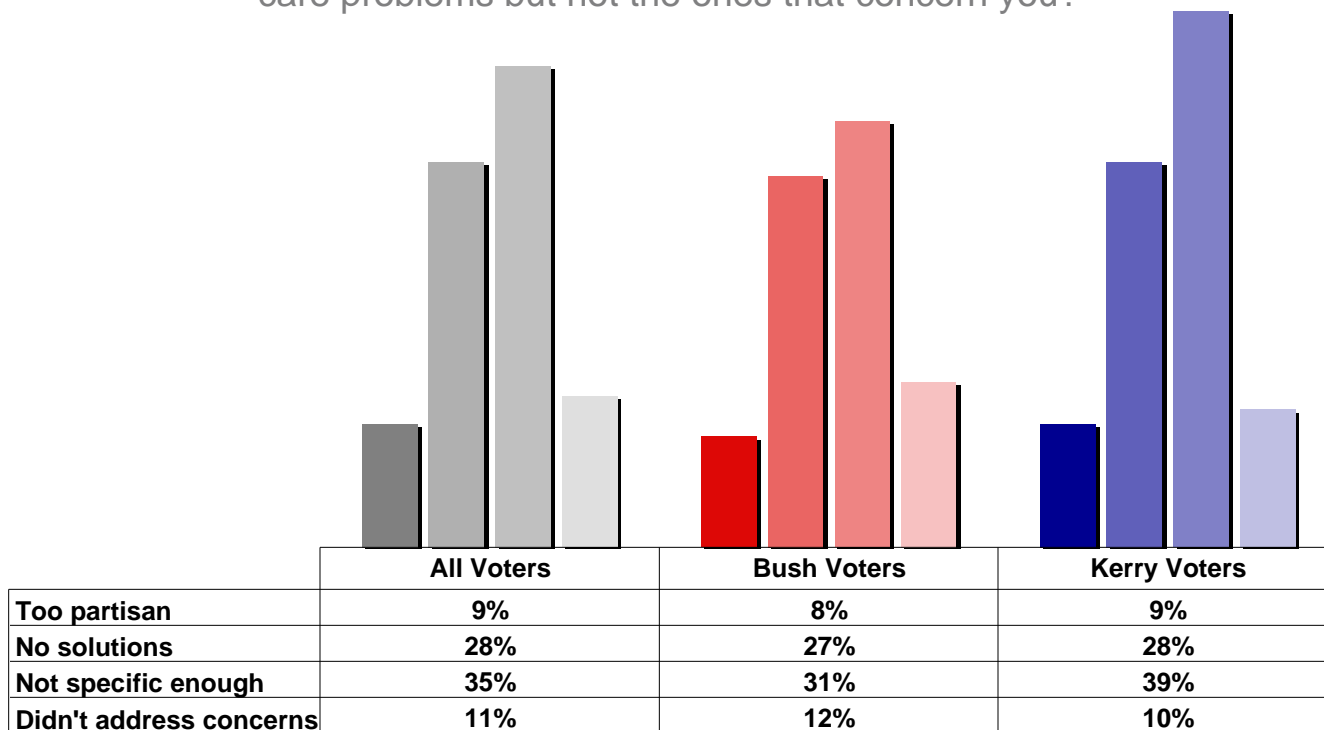
Almost half the voters think the American health care system has parts that work well, and broken parts that need significant changes.

Which statement comes closest to your point of view about the American health care system today: a) the American health care system is basically working well, and needs just a few changes; b) the American health care system has parts that work well, and broken parts that need significant changes; c) the American health care system is broken, and the system itself needs a fundamental overhaul.



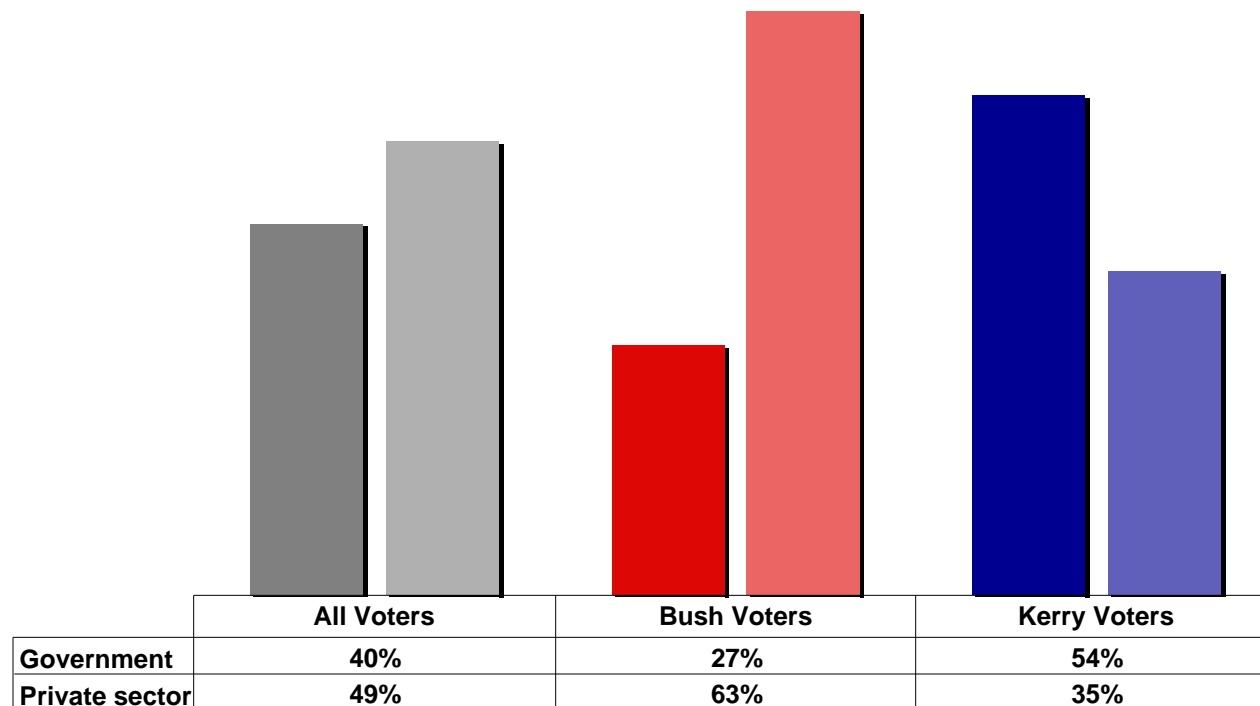
Voters did not think the health care debate was specific enough, and focused too much on problems rather than solutions.

What did you *not* like about the presidential debate on health care: it was too partisan, it addressed problems but not solutions, it was not specific enough, or it addressed some health care problems but not the ones that concern you?



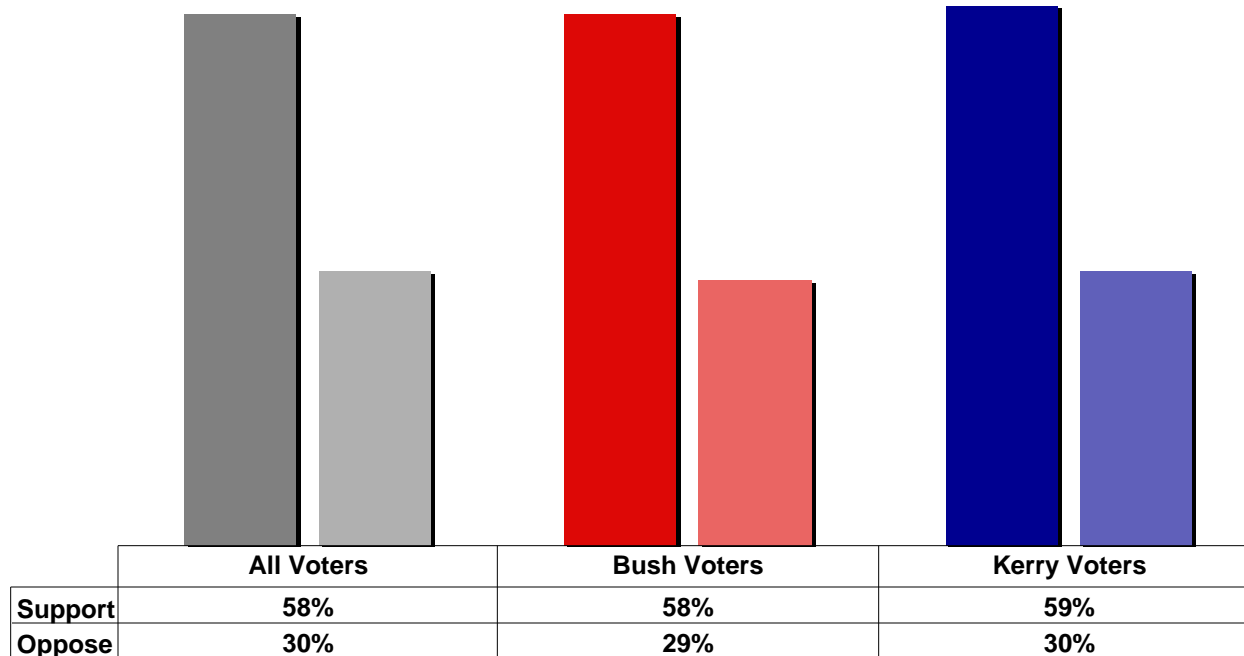
Half the voters trust the private sector more than government to produce solutions to health care, with differences between Bush and Kerry voters. . .

In general, whom do you trust more to come up with solutions to the health care issues you are most concerned about: the government or the private sector?



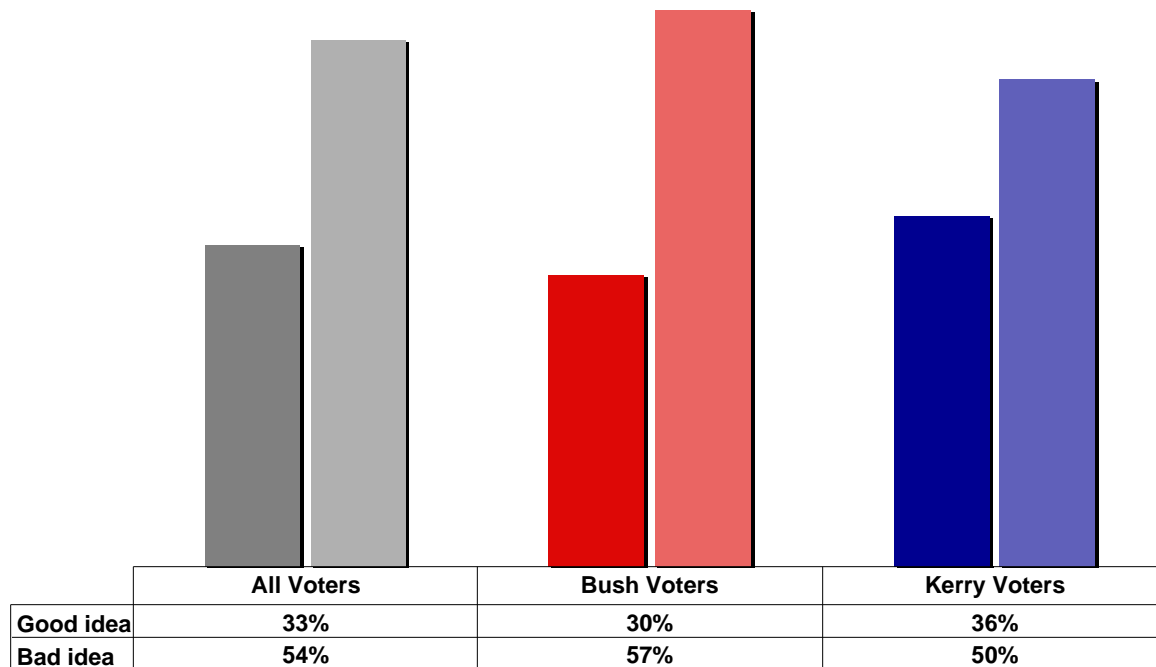
. . . but supporters of both candidates favor government-private sector partnerships to address health care issues.

As a general principle, do you support or oppose government-private sector partnerships when addressing the health care issues facing America?



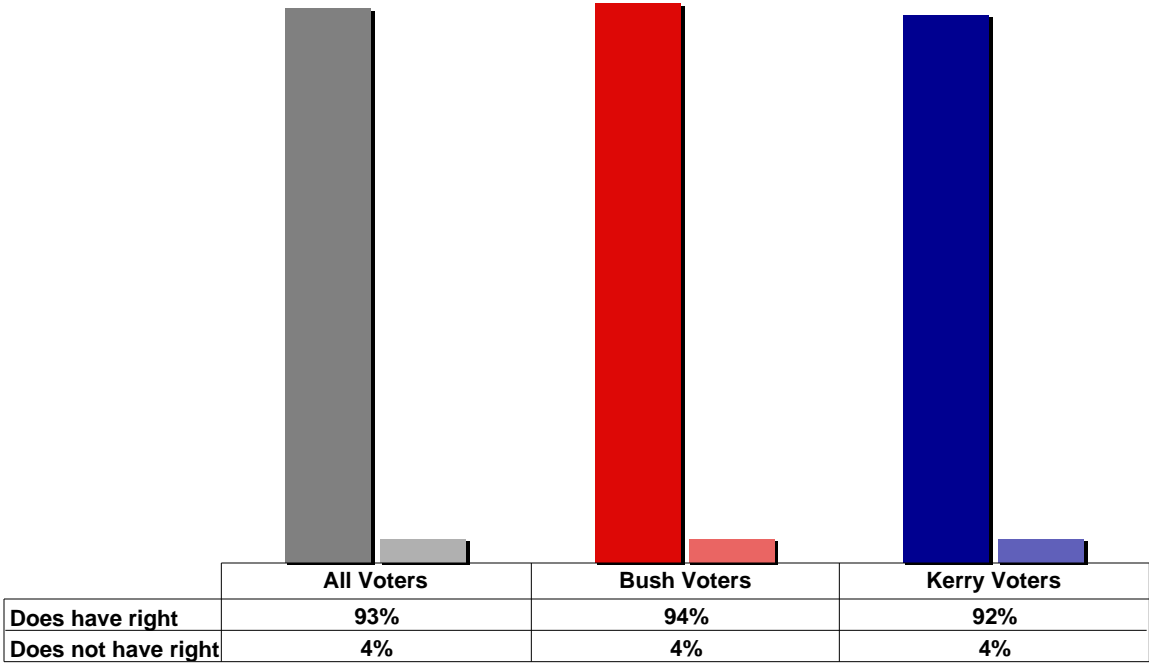
Voters want choices, so they think mandating health care coverage that raises costs is a bad idea.

Many states mandate that insurers cover certain types of services. Do you think these mandates are a good idea because these services should be covered despite the additional cost, or do you think they are a bad idea because consumers should have the option of choosing more basic coverage at a lower cost?



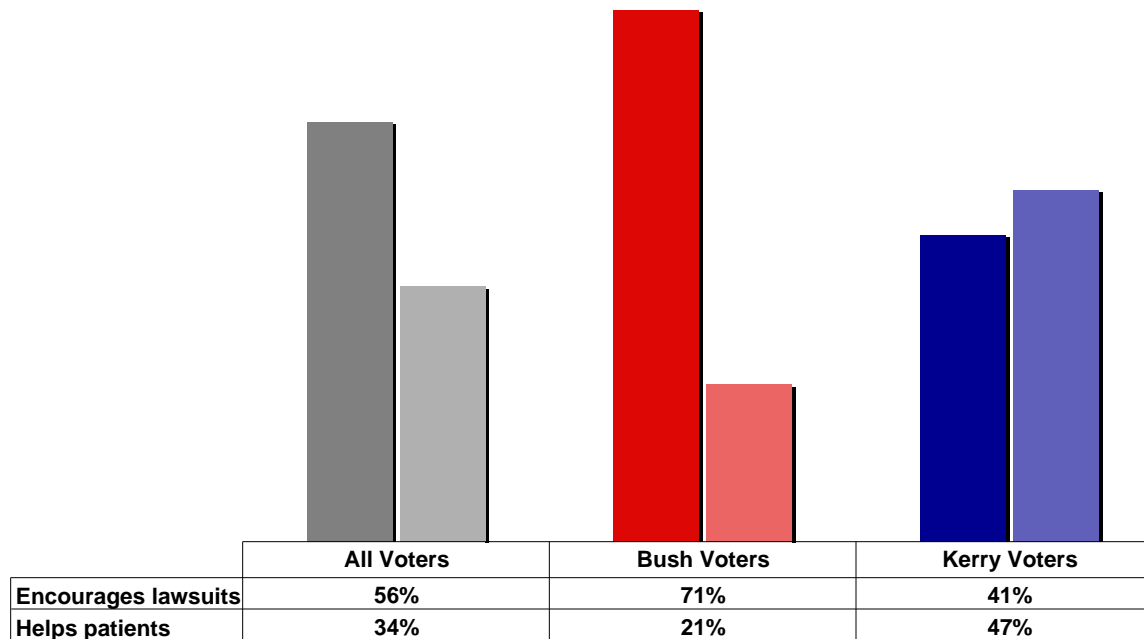
More than nine out of ten voters think the public has a right to know the results of evaluations on performance measures.

Many organizations are developing performance measures for health care providers like hospitals, physicians, and nursing homes, and then evaluating those providers on their ability to meet the performance measures. Do you think the public does or does not have a right to know the result of those evaluations?



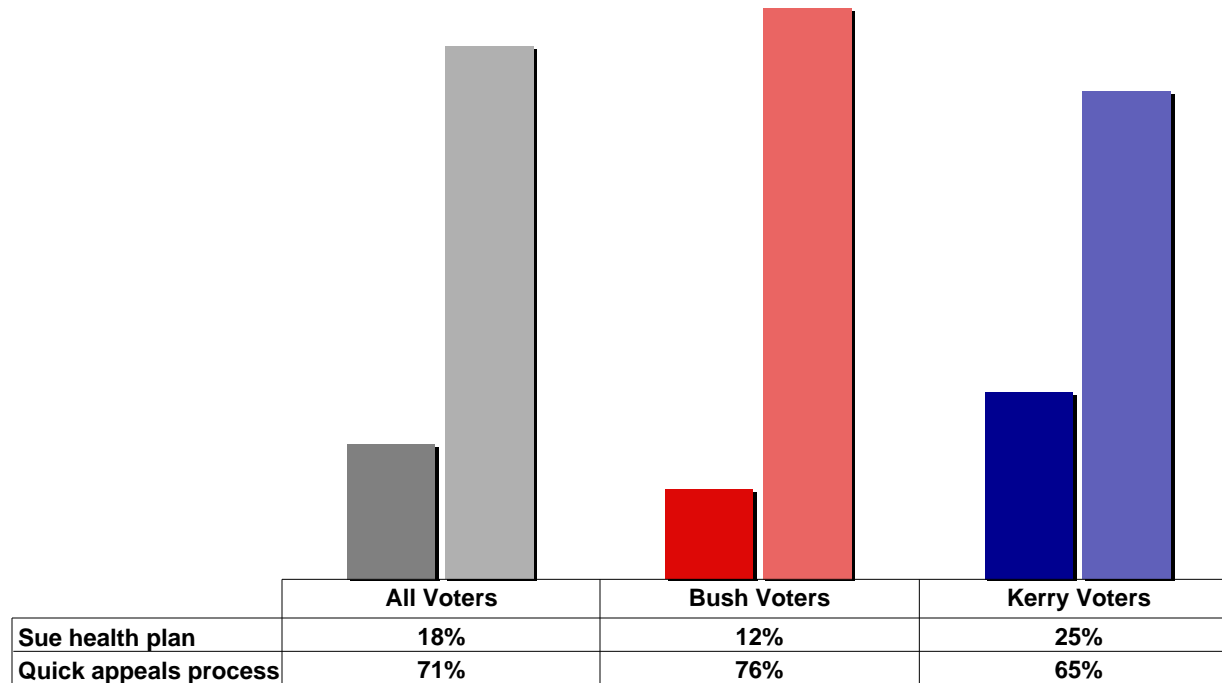
By a 22-point margin, voters think the current medical malpractice system is defective.

Which statement comes closer to your view about the medical malpractice system: a) the medical malpractice system encourages personal injury lawyers to file too many frivolous lawsuits which drive up the cost of health care and drive many good doctors out of business; b) the medical malpractice system helps patients by holding bad doctors accountable for their mistakes, and is an incentive to better medical care.



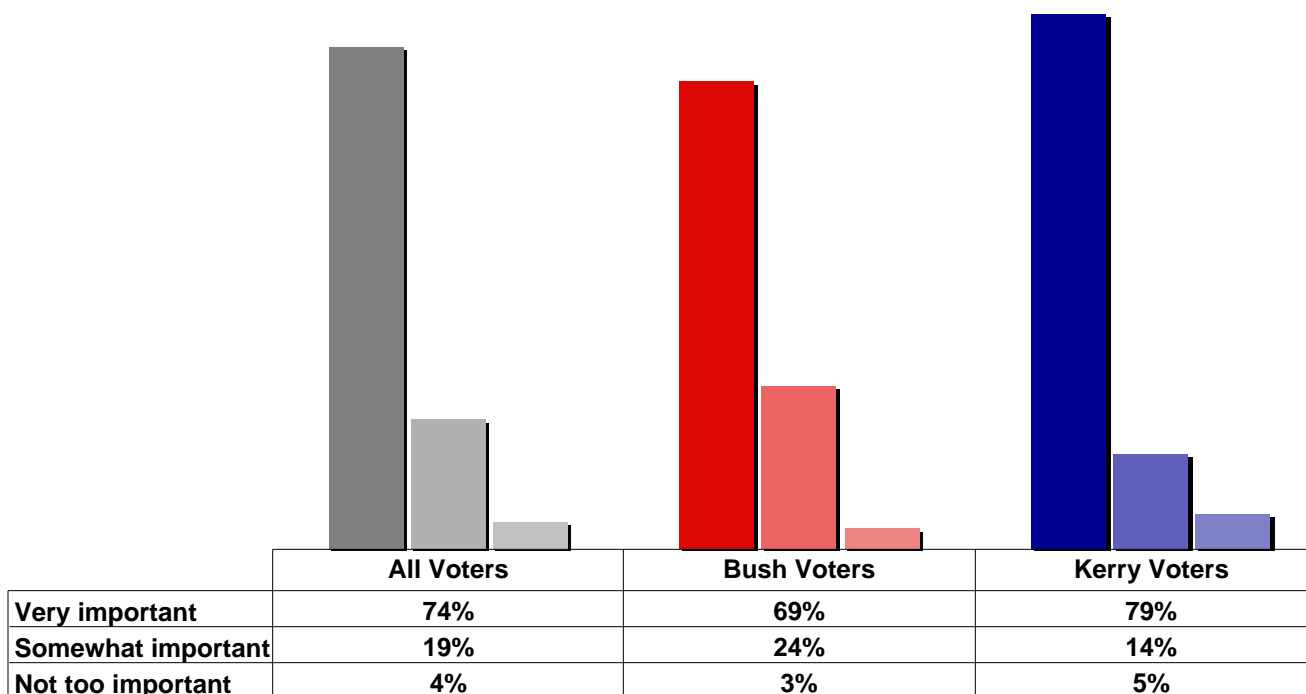
By a four to one margin, voters continue to endorse a quick and final appeals process in the event of coverage disputes.

Sometimes disputes arise between patients and their health plans over coverage for particular procedures. Which of the following options would you prefer if that happened to you: a) suing your health plan and recovering damages if you won; b) having a quick appeals process where an independent panel of physicians who are not associated with the health plan would make the final decision.



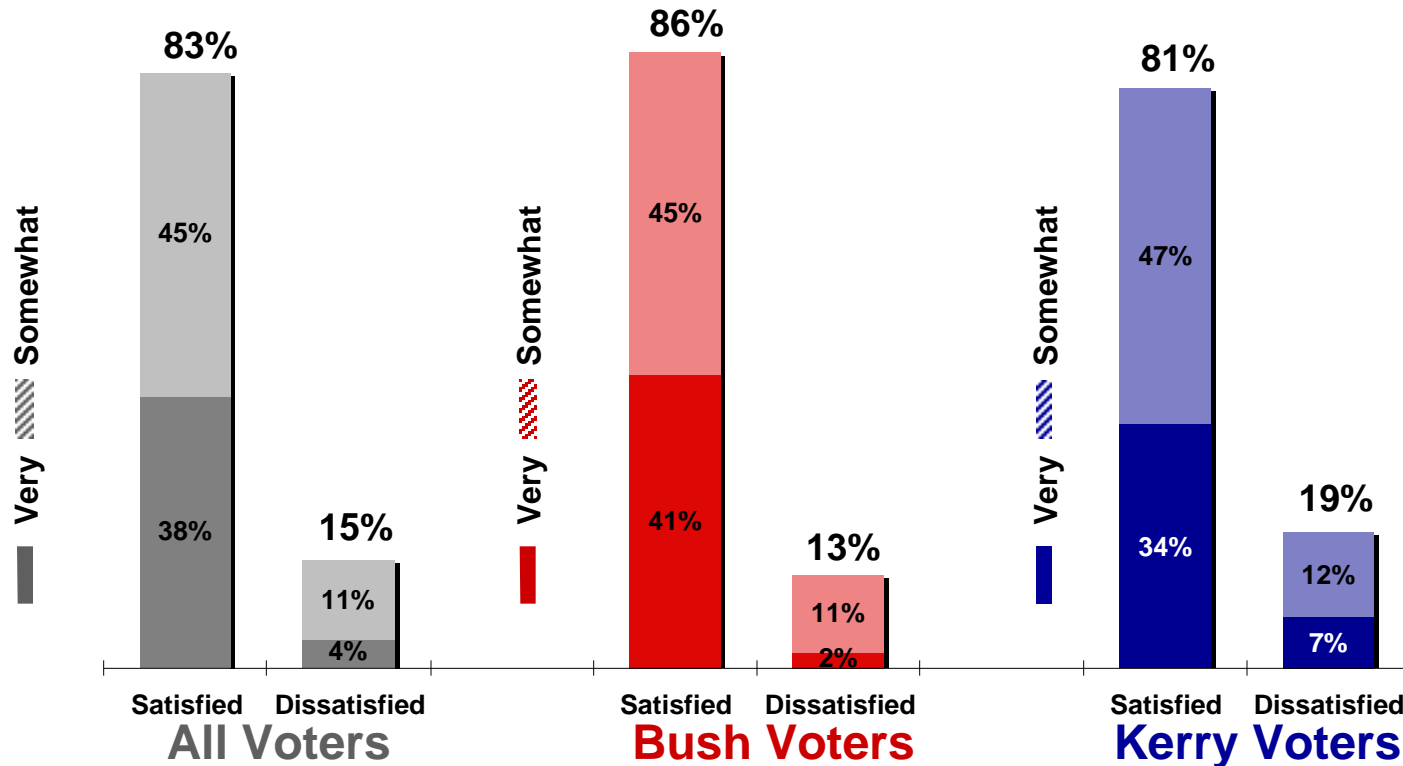
Three-fourths of voters think it is very important for Medicare recipients to have the same choices that are available to others.

How important do you think it is for elderly people covered by Medicare to have the same choices of private health coverage plans that are available to the rest of the population?



Voters remain overwhelmingly satisfied with their health insurance coverage.

How satisfied are you with your current health insurance coverage?



METHODOLOGY
AMERICA'S HEALTH INSURANCE PLANS
2004 NATIONAL POST-ELECTION SURVEY
REGARDING HEALTH CARE ISSUES

NOVEMBER 3-4, 2004

This sample for the 2004 National Post-Election Survey Regarding Health Care Issues consists of 1,000 respondents drawn randomly from throughout the 50 states plus the District of Columbia. Respondents were selected through random digit dialing to insure that households with both listed and unlisted telephone numbers are included. The sample was produced by Western Wats according to the specifications designed by Ayres, McHenry and Associates, Inc. All respondents indicated that they had voted in the November 2nd general election.

Forty-eight percent of the respondents are male and 52 percent are female. By race, the sample is 80 percent white, 10 percent black, 8 percent Hispanic, with the remainder other races. The sample was minimally weighted to reflect the actual election results. The sample was stratified by state according to 2004 turnout in the general election. The regional breakdown of respondents (using Census Bureau definitions) is as follows:

1) Northeast, 19.6 percent of respondents, defined as Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

2) Midwest, 26.9 percent of respondents, defined as Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

3) South, 35.5 percent of respondents, defined as Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

4) West/Mountains, 17.9 percent of respondents, defined as Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

The margin of error is plus or minus 3.16 percentage points when the results are based on the entire sample and when respondents split evenly on a question, say 50 percent for one response and 50 percent for the other. In other words, 95 times out of 100, the measure based on the 1,000 respondents will fall within plus or minus 3.16 percentage points of the "true" measure if the entire population were interviewed.

The margin of error declines as the split in the respondents becomes less even. For example, the margin of error is plus or minus 2.74 percentage points when the respondents split 75 percent for one response and 25 percent for the other.

The margin of error is higher for subgroups of the sample. For example, when respondents split evenly on a question the margin of error increases from 3.16 percent to 4.47 percent for subsamples of 500 and to 6.32 percent for subsamples of 250.

Computer analysis was conducted on a Macintosh iMac computer system using SPSS-Tables for the Macintosh, a statistical software product of SPSS, Inc.

**AMERICA'S HEALTH INSURANCE PLANS
2004 NATIONAL POST-ELECTION SURVEY
REGARDING HEALTH CARE ISSUES
NOVEMBER 3-4, 2004**

ALL, BUSH VOTERS, KERRY VOTERS

Hello, this is _____ with Western Wats, a public opinion research company. We're talking with people today for just a few minutes about the election (yesterday/last Tuesday). We are not trying to sell anything, your answers are completely confidential, and we would really appreciate your cooperation (DO NOT PAUSE).

A. Some people have a chance to vote, while others cannot because of their job, family commitments, health problems, or other reasons. How about you? Did you get a chance to vote in the election (yesterday/last Tuesday)?

YES.....GO TO QUESTION 1
NO.....GO TO QUESTION B

B. Is there anyone else in your household who did vote in the election?

YES.....May I speak with that person please? GO TO INTRO
NO.....THANK AND CLOSE

1. In the election for President, did you vote for (ROTATE: George W. Bush, the Republican, John Kerry, the Democrat, Ralph Nader, the Independent candidate) or someone else?

	<i>ALL VTRS</i>
BUSH.....	51%
KERRY.....	48%
NADER/SOMEONE ELSE.....	1%

2. When did you make up your mind whom to vote for for President: before the national conventions, during or after the conventions but before the debates, during or after the debates but before the last week, during the last week but before the last day, or on the day of the election?

	<i>ALL VTRS</i>	<i>BUSH VTRS</i>	<i>KERRY VTRS</i>
BEFORE CONVENTIONS.....	70%	76%	65%
AFTER CONVENTIONS/BEFORE DEBATES.....	12%	11%	13%
AFTER DEBATES/BEFORE LAST WEEK.....	11%	7%	14%
DURING LAST WEEK.....	3%	3%	3%
ON DAY OF ELECTION.....	3%	2%	4%
DON'T KNOW.....	1%	1%	2%

3. Which of the following types of issues had the greatest effect on your vote in the election for President this year, those involving: (ROTATE: terrorism and national security; the war in Iraq; jobs and the economy; education; crime; taxes; health care; moral values, or the environment)?

IF "HEALTH CARE," ASK: Which health care issue had the greatest effect (ROTATE: controlling costs, funding Medicare, dealing with the cost of prescription drugs, covering the uninsured, reforming HMOs and other health insurance plans, reforming the medical malpractice system, ensuring that health care is based on the best scientific evidence, or something else)?

	<i>ALL VTRS</i>	<i>BUSH VTRS</i>	<i>KERRY VTRS</i>
TERRORISM/NATIONAL SECURITY.....	17%	29%	4%
WAR IN IRAQ.....	22%	13%	33%
JOBS/ECONOMY.....	17%	4%	31%
EDUCATION.....	3%	1%	4%
CRIME.....	0%	0%	0%
TAXES.....	3%	4%	3%
HEALTH CARE (TOTAL).....	6%	2%	9%
COSTS.....	1%	0%	2%
MEDICARE.....	1%	0%	2%
COST OF DRUGS.....	2%	1%	3%
UNINSURED.....	1%	0%	1%
HMOS & OTHER PLANS.....	0%	0%	0%
MED MAL.....	0%	0%	0%
EVIDENCE-BASED MEDICINE.....	0%	0%	0%
SOMETHING ELSE (WRITE IN).....	1%	1%	1%
MORAL VALUES.....	23%	41%	5%
ENVIRONMENT.....	2%	1%	3%
DON'T KNOW/NO OPINION.....	6%	6%	7%

4. Which of the following types of issues had the greatest effect on your vote in the election for state offices like the state legislature this year, those involving: (ROTATE: jobs and the economy; education; crime; taxes; health care; moral values; or the environment)?

IF "HEALTH CARE," ASK: Which health care issue had the greatest effect (ROTATE: controlling costs, funding Medicare, dealing with the cost of prescription drugs, covering the uninsured, reforming HMOs and other health insurance plans, reforming the medical malpractice system, ensuring that health care is based on the best scientific evidence, or something else)?

	<i>ALL VTRS</i>	<i>BUSH VTRS</i>	<i>KERRY VTRS</i>
JOBS/ECONOMY.....	28%	21%	36%
EDUCATION.....	14%	10%	18%
CRIME.....	3%	3%	3%
TAXES.....	13%	17%	9%
HEALTH CARE (TOTAL).....	11%	7%	15%
COSTS.....	3%	2%	4%
MEDICARE.....	1%	0%	2%
COST OF DRUGS.....	2%	2%	3%
UNINSURED.....	3%	2%	4%
HMOS & OTHER PLANS.....	1%	0%	1%
MED MAL.....	0%	0%	0%
EVIDENCE-BASED MEDICINE.....	0%	0%	0%
SOMETHING ELSE (WRITE IN).....	1%	1%	1%
MORAL VALUES.....	17%	30%	4%
ENVIRONMENT.....	3%	1%	4%
DON'T KNOW/NO OPINION.....	11%	11%	10%

5. Overall, when you think about issues facing the country, would you say health care issues are very important, somewhat important, or not too important?

	ALL VTRS	BUSH VTRS	KERRY VTRS
VERY IMPORTANT.....	78%	67%	90%
SOMEWHAT IMPORTANT.....	18%	28%	8%
NOT TOO IMPORTANT.....	3%	4%	2%
DON'T KNOW/NO OPINION.....	1%	0%	1%

6. During this election, how would you rate the job the media did covering health care issues: excellent, good, not so good, or poor?

	ALL VTRS	BUSH VTRS	KERRY VTRS
EXCELLENT.....	4%	5%	3%
GOOD.....	39%	38%	41%
NOT SO GOOD.....	31%	26%	36%
POOR.....	20%	24%	15%
DON'T KNOW/NO OPINION.....	6%	7%	5%

7. Thinking about the presidential campaigns for a moment, would you say the candidates did or did not adequately address your concerns about health care?

	ALL VTRS	BUSH VTRS	KERRY VTRS
DID ADEQUATELY ADDRESS.....	44%	48%	39%
DID NOT ADEQUATELY ADDRESS.....	47%	41%	54%
DON'T KNOW/NO OPINION.....	9%	12%	7%

8. What did you want to hear more about (ROTATE: controlling costs, funding Medicare, dealing with the cost of prescription drugs, covering the uninsured, reforming HMOs and other health insurance plans, reforming the medical malpractice system, or ensuring that health care is based on the best scientific evidence)?

	ALL VTRS	BUSH VTRS	KERRY VTRS
COSTS.....	21%	24%	19%
MEDICARE.....	6%	6%	6%
COST OF DRUGS.....	18%	17%	18%
UNINSURED.....	23%	16%	29%
HMOs & OTHER HLTH INS PLANS.....	14%	12%	16%
MED MAL.....	7%	12%	3%
EVIDENCE-BASED MEDICINE.....	4%	4%	3%
SOMETHING ELSE (VOLUNTEERED).....	2%	2%	1%
DON'T KNOW/NO OPINION.....	7%	9%	6%

Note: Results based on the subsample of 474 respondents who said that the candidates did not adequately address their concerns about health care. This subsample includes more Kerry voters than Bush voters, and does not reflect the views of the entire electorate.

9. What did you not like about the presidential debate on health care (ROTATE: it was too partisan, it addressed problems but not solutions, it was not specific enough, or it addressed some health care problems but not the ones that concern you)?

	<i>ALL</i>	<i>BUSH</i>	<i>KERRY</i>
	<i>VTRS</i>	<i>VTRS</i>	<i>VTRS</i>
TOO PARTISAN.....	9%	8%	9%
ADDRESSED PROBLEMS NOT SOLUTIONS.....	28%	27%	28%
NOT SPECIFIC ENOUGH.....	35%	31%	39%
DID NOT ADDRESS MY HC CONCERNS.....	11%	12%	10%
DON'T KNOW/NO OPINION.....	18%	22%	14%

10. Which priority do you think the country should focus on first (ROTATE: making health care better and more affordable, or covering more of the uninsured)?

	<i>ALL</i>	<i>BUSH</i>	<i>KERRY</i>
	<i>VTRS</i>	<i>VTRS</i>	<i>VTRS</i>
BETTER AND MORE AFFORDABLE.....	67%	75%	58%
COVER MORE OF UNINSURED.....	27%	21%	35%
DON'T KNOW/NO OPINION.....	6%	5%	7%

11. In general, whom do you trust more to come up with solutions to the health care issues you are most concerned about: (ROTATE: the government or the private sector)?

	<i>ALL</i>	<i>BUSH</i>	<i>KERRY</i>
	<i>VTRS</i>	<i>VTRS</i>	<i>VTRS</i>
GOVERNMENT.....	40%	27%	54%
PRIVATE SECTOR.....	49%	63%	35%
DON'T KNOW/NO OPINION.....	11%	11%	11%

12. As a general principle, do you support or oppose government-private sector partnerships when addressing the health care issues facing America?

	<i>ALL</i>	<i>BUSH</i>	<i>KERRY</i>
	<i>VTRS</i>	<i>VTRS</i>	<i>VTRS</i>
SUPPORT.....	58%	58%	59%
OPPOSE.....	30%	29%	30%
DON'T KNOW/NO OPINION.....	13%	14%	11%

13. Which statement comes closest to your point of view about the American health care system today (ROTATE TOP TO BOTTOM, BOTTOM TO TOP):

- a) The American health care system is basically working well, and needs just a few changes.
- b) The American health care system has parts that work well, and broken parts that need significant changes.
- c) The American health care system is broken, and the system itself needs a fundamental overhaul.

	<i>ALL</i>	<i>BUSH</i>	<i>KERRY</i>
	<i>VTRS</i>	<i>VTRS</i>	<i>VTRS</i>
WORKS WELL.....	16%	23%	9%
PARTS WORK WELL/PARTS NEED CHANGES.....	48%	48%	48%
SYSTEM BROKEN.....	34%	27%	41%
DON'T KNOW/REFUSED.....	2%	3%	2%

14. Are you currently covered by health insurance?

IF YES, ASK:

Which of the following best describes the primary health insurance plan you have: Medicare for the elderly, Medicaid for the needy, a Health Maintenance Organization or HMO where you choose your doctor only from a list provided by your health plan, a Preferred Provider system or PPO where you choose your doctor but pay more if the doctor is not in your network, or a traditional fee-for-service plan where you choose any doctor without restriction?

	ALL VTRS	BUSH VTRS	KERRY VTRS
YES/MEDICARE.....	19%	18%	19%
YES/MEDICAID.....	3%	2%	4%
YES/HMO.....	23%	23%	23%
YES/PPO.....	29%	32%	25%
YES/FEE-FOR-SERVICE.....	12%	11%	12%
NO, NOT COVERED.....	11%	8%	13%
DON'T KNOW/NO OPINION.....	5%	5%	4%

15. How satisfied are you with your current health insurance coverage: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

	ALL VTRS	BUSH VTRS	KERRY VTRS
VERY SATISFIED.....	38%	41%	34%
SOMEWHAT SATISFIED.....	45%	45%	47%
SOMEWHAT DISSATISFIED.....	11%	11%	12%
VERY DISSATISFIED.....	4%	2%	7%
DON'T KNOW/NO OPINION.....	1%	2%	1%

Note: Results based on 893 respondents who are currently covered by health insurance.

16. Many states mandate that insurers cover certain types of services. Do you think these mandates are a good idea because these services should be covered despite the additional cost, or do you think they are a bad idea because consumers should have the option of choosing more basic coverage at a lower cost?

	ALL VTRS	BUSH VTRS	KERRY VTRS
GOOD IDEA.....	33%	30%	36%
BAD IDEA.....	54%	57%	50%
DON'T KNOW/NO OPINION.....	13%	13%	14%

17. Many organizations are developing performance measures for health care providers like hospitals, physicians, and nursing homes, and then evaluating those providers on their ability to meet the performance measures. Do you think the public does or does not have a right to know the result of those evaluations?

	ALL VTRS	BUSH VTRS	KERRY VTRS
PUBLIC HAS A RIGHT TO KNOW.....	93%	94%	92%
PUBLIC DOES NOT HAVE A RIGHT TO KNOW.....	4%	4%	4%
DON'T KNOW/NO OPINION.....	3%	2%	4%

18. Which statement comes closer to your view about the medical malpractice system (ROTATE):

- a) The medical malpractice system encourages personal injury lawyers to file too many frivolous lawsuits which drive up the cost of health care and drive many good doctors out of business.
- OR
- b) The medical malpractice system helps patients by holding bad doctors accountable for their mistakes, and is an incentive to better medical care.

	<i>ALL</i> <i>VTRS</i>	<i>BUSH</i> <i>VTRS</i>	<i>KERRY</i> <i>VTRS</i>
DRIVES UP COSTS/DRIVES DOCTORS OUT.....	56%	71%	41%
HOLDS DRS ACCOUNTABLE/BETTER CARE.....	34%	21%	47%
DON'T KNOW/NO OPINION.....	10%	8%	12%

19. Sometimes disputes arise between patients and their health plans over coverage for particular procedures. Which of the following options would you prefer if that happened to you (ROTATE):

- a) Suing your health plan, and recovering damages if you won.
- b) Having a quick appeals process where an independent panel of physicians who are not associated with the health plan would make the final decision.

	<i>ALL</i> <i>VTRS</i>	<i>BUSH</i> <i>VTRS</i>	<i>KERRY</i> <i>VTRS</i>
SUE.....	18%	12%	25%
APPEALS PROCESS.....	71%	76%	65%
DON'T KNOW/NO OPINION.....	11%	12%	10%

20. How important do you think it is for elderly people covered by Medicare to have the same choices of private health coverage plans that are available to the rest of the population: very important, somewhat important, or not too important?

	<i>ALL</i> <i>VTRS</i>	<i>BUSH</i> <i>VTRS</i>	<i>KERRY</i> <i>VTRS</i>
VERY IMPORTANT.....	74%	69%	79%
SOMEWHAT IMPORTANT.....	19%	24%	14%
NOT TOO IMPORTANT.....	4%	3%	5%
DON'T KNOW/NO OPINION.....	3%	3%	2%

Now I have a few questions just for statistical purposes.

21. When thinking about politics today, do you normally consider yourself to be (ROTATE: very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative)?

	<i>ALL</i> <i>VTRS</i>	<i>BUSH</i> <i>VTRS</i>	<i>KERRY</i> <i>VTRS</i>
VERY LIBERAL.....	9%	2%	17%
SOMEWHAT LIBERAL.....	18%	4%	32%
MODERATE.....	26%	20%	31%
SOMEWHAT CONSERVATIVE.....	28%	42%	12%
VERY CONSERVATIVE.....	17%	29%	4%
NO OPINION.....	3%	3%	4%

22. In politics today, do you normally think of yourself as (ROTATE: a Republican, an Independent, or a Democrat)?

	<i>ALL</i>	<i>BUSH</i>	<i>KERRY</i>
	<i>VTRS</i>	<i>VTRS</i>	<i>VTRS</i>
REPUBLICAN.....	38%	71%	3%
INDEPENDENT.....	23%	20%	26%
DEMOCRAT.....	36%	5%	70%
DON'T KNOW/REFUSED.....	3%	4%	2%

23. What was the last year of school you completed?

	<i>ALL</i>	<i>BUSH</i>	<i>KERRY</i>
	<i>VTRS</i>	<i>VTRS</i>	<i>VTRS</i>
LESS THAN HIGH SCHOOL.....	3%	3%	4%
HIGH SCHOOL GRADUATE.....	24%	23%	26%
SOME COLLEGE.....	28%	30%	26%
COLLEGE GRADUATE.....	29%	32%	26%
POST-COLLEGE.....	14%	12%	17%
REFUSED.....	2%	2%	2%

24. Would you please stop me when I read the correct category for your age?

	<i>ALL</i>	<i>BUSH</i>	<i>KERRY</i>
	<i>VTRS</i>	<i>VTRS</i>	<i>VTRS</i>
18 TO 34.....	21%	18%	24%
35 TO 49.....	29%	32%	26%
50 TO 64.....	28%	27%	29%
65 OR OLDER.....	20%	22%	19%
REFUSED.....	2%	1%	2%

25. Would you describe the area where you live as urban, suburban, small town, or rural?

	<i>ALL</i>	<i>BUSH</i>	<i>KERRY</i>
	<i>VTRS</i>	<i>VTRS</i>	<i>VTRS</i>
URBAN.....	19%	14%	24%
SUBURBAN.....	32%	33%	31%
SMALL TOWN.....	30%	32%	28%
RURAL.....	17%	19%	15%
DON'T KNOW/REFUSED.....	3%	3%	3%

26. Are you single, married, divorced, or widowed?

	<i>ALL</i>	<i>BUSH</i>	<i>KERRY</i>
	<i>VTRS</i>	<i>VTRS</i>	<i>VTRS</i>
SINGLE.....	20%	13%	28%
MARRIED.....	62%	71%	52%
DIVORCED.....	9%	7%	11%
WIDOWED.....	8%	8%	8%
REFUSED.....	2%	1%	2%

27. And do you have any children under age 18 living with you?

	<i>ALL VTRS</i>	<i>BUSH VTRS</i>	<i>KERRY VTRS</i>
YES.....	32%	34%	31%
NO.....	66%	65%	68%
REFUSED.....	2%	1%	2%

28. Are you from a Hispanic or Spanish-speaking background?

IF "NO," ASK: What would you say is your main race: white, African-American, Asian, or something else?

	<i>ALL VTRS</i>	<i>BUSH VTRS</i>	<i>KERRY VTRS</i>
YES/HISPANIC.....	8%	8%	8%
NO/WHITE.....	80%	89%	71%
NO/BLACK/AFRICAN-AMERICAN.....	10%	2%	19%
NO/ASIAN.....	0%	0%	1%
OTHER.....	1%	1%	2%
REFUSED.....	0%	0%	0%

29. Would you please stop me when I read the correct category for your total household income?

	<i>ALL VTRS</i>	<i>BUSH VTRS</i>	<i>KERRY VTRS</i>
\$15,000 OR LESS.....	9%	5%	14%
\$15,000 TO \$30,000.....	15%	13%	17%
\$30,000 TO \$50,000.....	21%	21%	21%
\$50,000 TO \$75,000.....	16%	18%	14%
\$75,000 OR MORE.....	26%	28%	23%
REFUSED.....	14%	16%	12%

30. Gender (from observation)

	<i>ALL VTRS</i>	<i>BUSH VTRS</i>	<i>KERRY VTRS</i>
MALE.....	48%	50%	45%
FEMALE.....	52%	50%	55%

That's all the questions I have. Thank you very much for sharing your opinions with us.

31. WRITE IN STATE FIPS CODE: _____