

Table 1

Q3-Q5. Most Important Issue in New Hampshire. (Most, 1st+2nd, Total)

Banner 1

	REGION						SEX		AGE			SEX & AGE				EDUCATION					
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	***MEN***	***WOMEN***	<55	55+	<55	55+	HS OR LESS	SOME COLL	COLL GRAD	
TOTAL	625	137	121	122	137	108	272	353	162	306	157	60	212	102	251	190	153	281			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q3. MOST IMPORTANT ISSUE																					
The economy and jobs	49%	56%	64%	40%	40%	44%	52%	47%	46%	49%	53%	57%	50%	39%	50%	55%	52%	43%			
The health, education, & protection of kids	29%	22%	13%	39%	36%	38%	26%	32%	44%	28%	17%	28%	25%	53%	23%	25%	26%	34%			
Care for senior citizens	8%	3%	8%	9%	11%	7%	6%	9%	1%	7%	17%		8%	2%	12%	11%	7%	6%			
Homeland security	7%	9%	7%	4%	5%	7%	8%	5%	3%	8%	7%	7%	8%	1%	7%	6%	8%	6%			
The environment	5%	3%	6%	5%	6%	4%	5%	4%	6%	5%	4%	7%	5%	4%	4%	2%	5%	6%			
Taxes	1%	3%	1%	1%			1%	1%		1%	1%		1%		2%	1%	1%	1%			
Crime and violence (Other)	2%	4%		2%	2%		2%	1%	1%	2%	1%	2%	2%		2%	1%	1%	2%			
(Don't Know)	*%	1%		1%			*%	*%		*%	1%		*%		*%	1%	1%	*%			
Q3-4. 1ST&2ND MOST IMPORTANT ISSUE																					
The economy and jobs	75%	80%	83%	66%	72%	69%	75%	74%	75%	74%	75%	78%	74%	74%	75%	76%	71%	75%			
The health, education, & protection of kids	60%	58%	47%	66%	64%	65%	55%	64%	76%	61%	41%	60%	53%	85%	55%	54%	55%	67%			
Care for senior citizens	21%	16%	31%	22%	18%	20%	19%	24%	6%	17%	46%	2%	24%	9%	29%	33%	27%	11%			
Homeland security	15%	18%	17%	11%	11%	16%	15%	14%	15%	17%	9%	20%	13%	13%	15%	13%	14%	16%			
The environment	14%	11%	12%	15%	15%	19%	21%	9%	15%	14%	13%	27%	19%	9%	9%	7%	18%	16%			
Taxes	11%	9%	7%	13%	15%	9%	12%	10%	10%	11%	11%	12%	12%	9%	10%	13%	12%	9%			
Crime and violence (Other)	*%	1%		2%			*%	1%		1%	1%		*%		1%	1%	1%	*%			
(Don't Know)	3%	5%	1%	2%	4%	2%	2%	3%	2%	4%	2%	2%	2%	2%	4%	1%	1%	5%			
(Don't Know)	1%	1%	1%	2%	1%		1%	1%		1%	2%		1%		1%	2%	1%	1%			
NO FIRST RESPONSE	*%	1%		1%			*%	*%		*%	1%		*%		*%	1%	*%	*%			
Q3-3. TOTAL MOST IMPORTANT ISSUE																					
The economy and jobs	84%	86%	91%	76%	80%	87%	83%	84%	91%	80%	85%	93%	81%	89%	82%	84%	84%	83%			
The health, education, & protection of kids	76%	77%	70%	80%	77%	75%	68%	82%	86%	78%	61%	73%	67%	94%	77%	70%	75%	81%			
Care for senior citizens	38%	31%	40%	41%	38%	42%	34%	41%	23%	32%	65%	10%	41%	31%	45%	52%	46%	23%			
The environment	30%	28%	24%	28%	33%	36%	40%	22%	35%	30%	24%	53%	36%	24%	21%	23%	31%	33%			
Taxes	25%	28%	23%	25%	26%	20%	24%	25%	24%	25%	27%	27%	24%	23%	27%	28%	25%	22%			
Homeland security	25%	30%	31%	20%	18%	26%	27%	23%	23%	29%	19%	28%	27%	20%	25%	23%	23%	27%			
Crime and violence (Other)	1%	1%	1%	3%			1%	1%		1%	2%		2%		1%	1%	1%	1%			
(Don't Know)	4%	5%	2%	3%	5%	3%	3%	5%	2%	5%	3%	2%	3%	3%	5%	1%	1%	7%			
(Don't Know)	16%	12%	18%	16%	22%	11%	17%	15%	15%	18%	13%	13%	18%	17%	14%	15%	12%	19%			
NO FIRST RESPONSE	*%	1%		1%			*%	*%		*%	1%		*%		*%	1%	*%	*%			
NO SECOND RESPONSE	1%	1%	1%	2%	1%		1%	1%		1%	2%		1%		1%	2%	1%	1%			

Table 1

Q3-Q5. Most Important Issue in New Hampshire. (Most, 1st+2nd, Total)

Banner 2

	TOTAL	SEX & EDUCATION				PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME			
		*****HS*****		***COLL***		*CHILD <18*		LIB	MOD	CON	****LIB****		**MOD/CON**		<\$35K	\$35-50K	\$50-75K	\$75K+
		MEN	WOMEN	MEN	WOMEN	YES	NO				MEN	WOMEN	MEN	WOMEN				
TOTAL	625 100%	92 100%	98 100%	179 100%	255 100%	158 100%	467 100%	329 100%	193 100%	96 100%	138 100%	191 100%	130 100%	159 100%	124 100%	132 100%	114 100%	128 100%
Q3. MOST IMPORTANT ISSUE																		
The economy and jobs	49%	53%	56%	51%	43%	42%	51%	47%	51%	51%	52%	43%	52%	50%	49%	49%	57%	46%
The health, education, & protection of kids	29%	28%	21%	25%	36%	44%	24%	36%	28%	10%	32%	39%	21%	23%	28%	28%	26%	34%
Care for senior citizens	8%	7%	14%	5%	7%	1%	10%	5%	9%	11%	5%	6%	6%	13%	15%	8%	8%	4%
Homeland security	7%	7%	5%	9%	5%	9%	6%	3%	6%	19%	4%	3%	12%	9%	2%	11%	6%	7%
The environment	5%	3%	1%	6%	5%	2%	6%	5%	4%	6%	4%	5%	6%	3%	3%	3%	2%	5%
Taxes	1%		2%	1%	1%		1%	1%	1%	1%	1%	1%		1%	1%	1%		2%
Crime and violence (Other)	2%	1%		2%	2%	2%	1%	2%	1%	1%	1%	2%	2%		2%	1%	1%	2%
(Don't Know)	*%	1%		*%	*%	*%	*%	*%	1%			1%	1%					1%
Q3-4. 1ST&2ND MOST IMPORTANT ISSUE																		
The economy and jobs	75%	75%	78%	75%	73%	75%	74%	75%	77%	69%	75%	75%	75%	74%	72%	74%	77%	74%
The health, education, & protection of kids	60%	53%	54%	56%	67%	81%	53%	66%	58%	46%	62%	69%	48%	58%	48%	60%	66%	63%
Care for senior citizens	21%	26%	39%	15%	18%	7%	26%	16%	25%	33%	14%	17%	23%	31%	39%	24%	20%	12%
Homeland security	15%	14%	12%	15%	15%	18%	13%	10%	17%	26%	9%	10%	21%	19%	5%	21%	11%	19%
The environment	14%	12%	3%	25%	11%	8%	16%	17%	10%	11%	26%	10%	15%	7%	13%	9%	17%	17%
Taxes	11%	14%	12%	11%	9%	7%	12%	11%	10%	11%	11%	10%	13%	9%	18%	10%	6%	8%
Crime and violence (Other)	*%	1%		1%	1%		1%	1%	1%		1%	1%	1%		1%			1%
(Don't Know)	3%	1%	1%	3%	4%	3%	3%	3%	1%	2%	2%	4%	2%	1%	3%	2%	1%	4%
(Don't Know)	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%
NO FIRST RESPONSE	*%	1%		*%	*%	*%	*%	*%	1%			1%	1%					1%
Q3-3. TOTAL MOST IMPORTANT ISSUE																		
The economy and jobs	84%	83%	86%	84%	84%	87%	83%	85%	83%	82%	86%	84%	82%	84%	82%	87%	84%	82%
The health, education, & protection of kids	76%	63%	77%	71%	84%	92%	70%	79%	81%	60%	78%	80%	59%	86%	75%	74%	80%	80%
Care for senior citizens	38%	46%	58%	28%	34%	32%	40%	33%	42%	46%	28%	36%	40%	47%	53%	40%	46%	24%
The environment	30%	36%	11%	42%	25%	23%	32%	36%	23%	20%	48%	28%	32%	14%	27%	23%	30%	37%
Taxes	25%	25%	32%	24%	23%	23%	25%	24%	20%	25%	21%	27%	27%	24%	27%	20%	25%	27%
Homeland security	25%	27%	19%	27%	25%	23%	26%	19%	27%	45%	20%	18%	36%	30%	16%	33%	22%	27%
Crime and violence (Other)	1%	2%		1%	1%		1%	1%	1%		1%	2%	2%		2%			1%
(Don't Know)	4%	1%	1%	3%	6%	4%	4%	5%	2%	2%	3%	6%	2%	3%	3%	2%	1%	6%
(Don't Know)	16%	14%	15%	18%	15%	15%	16%	16%	19%	8%	15%	17%	19%	13%	10%	20%	11%	13%
NO FIRST RESPONSE	*%	1%		*%	*%	*%	*%	*%	1%			1%	1%					1%
NO SECOND RESPONSE	1%	2%	1%	1%	1%		1%	1%	1%	1%	1%	1%	2%	1%		2%		1%

Table 1

Q3-Q5. Most Important Issue in New Hampshire. (Most, 1st+2nd, Total)

Banner 3

TOTAL	MOST IMPT ISSUE			VOTED FOR				IMPT OF KIDS			WHY VOTED		HEARD OF ECM		HOW HEARD			
	TOP	TOP 2	TOP 3	EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	ISSUES	BEAT BUSH	YES	NO	PAPER	TV	OTH	
TOTAL	625	183	374	475	197	228	114	72	329	209	85	319	118	190	435	62	59	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q3. MOST IMPORTANT ISSUE																		
The economy and jobs	49%		37%	44%	53%	49%	42%	50%	43%	51%	69%	52%	43%	47%	50%	39%	53%	42%
The health, education, & protection of kids	29%	100%	49%	39%	28%	27%	34%	29%	36%	28%	6%	24%	31%	35%	27%	47%	25%	42%
Care for senior citizens	8%		5%	6%	5%	9%	8%	10%	7%	11%	2%	8%	8%	6%	8%	3%	12%	4%
Homeland security	7%		4%	5%	6%	8%	8%	3%	6%	5%	11%	6%	11%	5%	7%	5%	3%	8%
The environment	5%		3%	4%	3%	6%	3%	7%	5%	3%	9%	6%	5%	3%	5%	3%	3%	3%
Taxes	1%		1%	*%	2%	*%	2%		2%		1%	1%		2%	*%	2%	2%	2%
Crime and violence (Other)	2%		1%	1%	2%	*%	4%	1%	2%	1%	1%	2%	2%	2%	2%	2%	2%	4%
(Don't Know)	*%				1%	*%			*%	*%			1%		*%			
Q3-4. 1ST&2ND MOST IMPORTANT ISSUE																		
The economy and jobs	75%	62%	68%	72%	80%	75%	70%	67%	73%	74%	84%	74%	66%	80%	72%	68%	81%	81%
The health, education, & protection of kids	60%	100%	100%	79%	63%	57%	67%	50%	67%	62%	28%	58%	58%	66%	57%	69%	61%	66%
Care for senior citizens	21%	11%	10%	16%	13%	21%	24%	39%	22%	25%	7%	23%	23%	23%	21%	26%	31%	15%
Homeland security	15%	4%	6%	11%	15%	17%	12%	11%	12%	12%	28%	14%	19%	11%	16%	8%	7%	15%
The environment	14%	11%	9%	12%	9%	18%	11%	19%	12%	12%	28%	15%	17%	7%	17%	10%	12%	
Taxes	11%	10%	5%	8%	13%	9%	11%	10%	9%	9%	22%	11%	13%	10%	11%	16%	5%	13%
Crime and violence (Other)	*%			*%	2%				1%	*%		1%		1%	*%	2%	2%	2%
(Don't Know)	3%	2%	2%	2%	3%	2%	4%	1%	3%	2%	2%	4%	2%	3%	3%	2%	2%	8%
(Don't Know)	1%				1%	1%		3%	1%	1%		1%	2%		1%			
NO FIRST RESPONSE	*%				1%	*%			*%	*%			1%		*%			
Q3-3. TOTAL MOST IMPORTANT ISSUE																		
The economy and jobs	84%	80%	81%	83%	88%	82%	81%	85%	81%	84%	94%	84%	79%	89%	81%	85%	95%	92%
The health, education, & protection of kids	76%	100%	100%	100%	74%	78%	77%	75%	82%	80%	45%	79%	69%	81%	74%	84%	73%	79%
Care for senior citizens	38%	27%	34%	35%	31%	39%	40%	46%	40%	43%	18%	39%	36%	43%	36%	48%	58%	32%
The environment	30%	37%	30%	28%	27%	33%	30%	25%	28%	28%	41%	28%	31%	24%	32%	24%	22%	23%
Taxes	25%	22%	19%	19%	30%	19%	27%	26%	26%	16%	40%	25%	29%	19%	27%	29%	10%	17%
Homeland security	25%	14%	16%	19%	25%	27%	25%	18%	20%	28%	35%	25%	29%	24%	26%	16%	20%	32%
Crime and violence (Other)	1%	1%	1%	1%	2%	1%	1%		2%	*%		2%		2%	1%	2%	2%	4%
(Don't Know)	4%	4%	3%	3%	4%	3%	7%	1%	4%	3%	2%	5%	3%	4%	4%	2%	5%	8%
(Don't Know)	16%	16%	15%	12%	15%	16%	11%	21%	15%	13%	25%	12%	21%	14%	17%	10%	12%	13%
NO FIRST RESPONSE	*%				1%	*%			*%	*%			1%		*%			
NO SECOND RESPONSE	1%				1%	1%		3%	1%	1%		1%	2%		1%			

Table 2

Q6. Importance of children's issues in voting. Q7. Importance compared to other years. Q8. Attention candidates paid to children's issues.

Banner 1

	REGION						SEX		AGE			SEX & AGE				EDUCATION			
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	***MEN***	55+	***WOMEN***	<55	55+	HS OR LESS	SOME COLL	COLL GRAD
TOTAL	625	137	121	122	137	108	272	353	162	306	157	60	212	102	251	190	153	281	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q6. IMPT OF CHILDREN WHEN VOTED																			
Very important	53%	53%	53%	52%	53%	52%	43%	60%	52%	48%	63%	32%	46%	64%	59%	49%	50%	56%	
Somewhat important	33%	30%	27%	38%	35%	38%	36%	32%	30%	28%	28%	37%	35%	25%	34%	35%	34%	32%	
Not too important	13%	15%	18%	10%	12%	9%	20%	8%	19%	12%	9%	32%	17%	11%	6%	15%	15%	11%	
Not impt at all	*%	1%	1%				1%			1%			1%			1%		1%	
(Don't Know)	*%		1%			1%	*%	*%		1%			*%		*%	1%	1%		
TOTAL IMPORTANT	86%	83%	80%	90%	88%	90%	78%	92%	81%	86%	91%	68%	81%	89%	93%	84%	84%	89%	
TOTAL NOT IMPT	14%	17%	19%	10%	12%	9%	21%	8%	19%	13%	9%	32%	18%	11%	6%	16%	15%	11%	
Q7. IMPT COMPARED TO OTHER YEARS																			
More important	44%	52%	41%	40%	41%	48%	34%	52%	54%	36%	51%	35%	34%	65%	47%	41%	41%	49%	
Less important	18%	18%	21%	20%	20%	11%	26%	12%	15%	25%	10%	28%	25%	7%	14%	20%	23%	15%	
(About the Same)	37%	28%	37%	39%	39%	41%	40%	35%	31%	39%	38%	37%	41%	28%	37%	39%	36%	36%	
(Don't Know)	*%	1%	1%					1%		*%	1%				1%	1%	1%	*%	
Q8. ATTENTION CANDS PLACED ON KIDS ISSUES																			
Enough attention	52%	58%	50%	52%	49%	48%	47%	55%	57%	53%	43%	43%	48%	65%	51%	51%	46%	55%	
Not enough	37%	32%	36%	36%	39%	44%	39%	35%	36%	31%	50%	43%	38%	31%	37%	37%	43%	34%	
(Depends)	2%	1%	2%	1%	3%	1%	2%	1%	1%	3%	1%	2%	2%		2%	3%	1%	1%	
(Don't Know)	10%	9%	12%	11%	9%	7%	12%	8%	7%	13%	6%	12%	12%	4%	10%	9%	10%	10%	

Table 2

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

Q6. Importance of children's issues in voting. Q7. Importance compared to other years. Q8. Attention candidates paid to children's issues.

## Banner 2

	SEX & EDUCATION					PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME			
	TOTAL	MEN	WOMEN	MEN	WOMEN	YES	NO	LIB	MOD	CON	MEN	WOMEN	MEN	WOMEN	<\$35K	\$35-50K	\$50-75K	\$75K+
TOTAL	625	92	98	179	255	158	467	329	193	96	138	191	130	159	124	132	114	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q6. IMPT OF CHILDREN WHEN VOTED																		
Very important	53%	41%	56%	43%	62%	54%	52%	56%	51%	47%	43%	64%	42%	56%	47%	58%	50%	55%
Somewhat important	33%	40%	30%	34%	33%	30%	35%	34%	36%	27%	39%	30%	32%	33%	44%	30%	35%	28%
Not too important	13%	17%	13%	22%	5%	16%	12%	10%	13%	23%	17%	5%	25%	10%	10%	11%	15%	16%
Not impt at all	*%	1%		1%			1%	*%		1%	1%		1%		1%			1%
(Don't Know)	*%		1%	1%			*%			2%			1%	1%		1%		
TOTAL IMPORTANT	86%	82%	86%	77%	95%	84%	87%	90%	87%	74%	83%	95%	74%	89%	90%	87%	85%	83%
TOTAL NOT IMPT	14%	18%	13%	23%	5%	16%	13%	10%	13%	24%	17%	5%	25%	10%	10%	12%	15%	17%
Q7. IMPT COMPARED TO OTHER YEARS																		
More important	44%	35%	46%	34%	55%	55%	41%	43%	51%	36%	30%	53%	38%	53%	39%	39%	48%	53%
Less important	18%	26%	14%	26%	11%	13%	20%	16%	19%	25%	22%	12%	31%	13%	22%	12%	20%	25%
(About the Same)	37%	39%	39%	40%	33%	32%	39%	40%	30%	39%	48%	35%	32%	34%	39%	48%	32%	22%
(Don't Know)	*%		1%		1%		1%	*%	1%				1%	1%	1%			
Q8. ATTENTION CANDS PLACED ON KIDS ISSUES																		
Enough attention	52%	51%	51%	45%	56%	56%	50%	53%	55%	40%	47%	57%	46%	53%	58%	43%	57%	62%
Not enough	37%	38%	36%	40%	35%	37%	37%	39%	32%	43%	41%	37%	38%	33%	39%	39%	32%	30%
(Depends)	2%	2%	3%	2%	1%	1%	2%	2%	1%	3%	2%	1%	2%	2%	1%	2%	1%	2%
(Don't Know)	10%	9%	10%	13%	7%	7%	11%	7%	12%	15%	9%	5%	14%	12%	2%	15%	11%	6%

Table 2

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

Q6. Importance of children's issues in voting. Q7. Importance compared to other years. Q8. Attention candidates paid to children's issues.

## Banner 3

TOTAL	MOST IMPT ISSUE *****CHILDREN*****				VOTED FOR				IMPT OF KIDS			WHY VOTED		HEARD OF ECM		HOW HEARD		
	TOP	TOP 2	TOP 3		EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	ISSUES	BEAT BUSH	YES	NO	PAPER	TV	OTH
TOTAL	625	183	374	475	197	228	114	72	329	209	85	319	118	190	435	62	59	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q6. IMPT OF CHILDREN WHEN VOTED																		
Very important	53%	65%	59%	57%	51%	52%	64%	46%	100%			50%	56%	54%	52%	66%	41%	47%
Somewhat important	33%	32%	35%	35%	35%	34%	23%	42%		100%		37%	26%	32%	34%	29%	44%	32%
Not too important	13%	3%	6%	8%	14%	14%	11%	12%			96%	12%	17%	13%	13%	5%	14%	21%
Not impt at all	*%				1%	*%					4%	1%		1%	*%			2%
(Don't Know)	*%						2%						1%		*%			
TOTAL IMPORTANT	86%	97%	94%	92%	86%	86%	87%	88%	100%	100%		87%	82%	86%	86%	95%	85%	79%
TOTAL NOT IMPT	14%	3%	6%	8%	14%	14%	11%	12%			100%	13%	17%	14%	14%	5%	15%	21%
Q7. IMPT COMPARED TO OTHER YEARS																		
More important	44%	51%	49%	47%	50%	42%	42%	44%	60%	33%	12%	46%	42%	39%	47%	50%	37%	36%
Less important	18%	15%	17%	17%	9%	24%	18%	26%	5%	32%	38%	19%	29%	24%	16%	24%	39%	11%
(About the Same)	37%	33%	33%	36%	42%	34%	38%	29%	34%	35%	51%	34%	29%	36%	37%	26%	24%	53%
(Don't Know)	*%	1%	1%	*%		*%	2%		1%			1%		1%	*%			
Q8. ATTENTION CANDS PLACED ON KIDS ISSUES																		
Enough attention	52%	55%	52%	56%	51%	57%	44%	50%	49%	60%	42%	52%	31%	56%	50%	50%	63%	62%
Not enough	37%	33%	36%	33%	39%	28%	53%	38%	39%	32%	41%	37%	55%	33%	39%	32%	20%	32%
(Depends)	2%	2%	2%	2%	3%	1%	1%		2%	1%	1%	1%	2%	2%	2%	2%	3%	4%
(Don't Know)	10%	10%	10%	9%	7%	14%	3%	12%	10%	8%	15%	10%	12%	10%	10%	16%	14%	2%

Table 3

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

Q9. Candidate voted for. Q10. Familiarity with candidate voted for on children's issues. Q11. Familiarity with other candidates on children's issues. Q12. Why voted for candidate.

	REGION						SEX		AGE			SEX & AGE				EDUCATION		
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	****MEN****		****WOMEN****		HS OR LESS	SOME COLL	COLL GRAD
												<55	55+	<55	55+			
TOTAL	625	137	121	122	137	108	272	353	162	306	157	60	212	102	251	190	153	281
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q9. VOTED FOR																		
Kerry	36%	38%	31%	42%	38%	33%	41%	33%	33%	37%	40%	33%	43%	32%	33%	34%	31%	41%
Edwards	32%	22%	33%	38%	30%	37%	23%	38%	36%	29%	31%	23%	23%	43%	36%	32%	34%	30%
Dean	18%	24%	19%	11%	19%	18%	19%	17%	20%	21%	12%	27%	17%	16%	18%	16%	21%	18%
Gephardt	12%	14%	14%	8%	10%	11%	14%	10%	12%	10%	15%	17%	13%	9%	10%	15%	12%	9%
Other	1%	1%	2%				1%	1%		1%	1%		1%		1%	2%		1%
(Don't Know/Refused)	1%	1%	1%	2%	3%	1%	2%	1%		2%	1%		2%		2%	2%	1%	1%
Q10. FAMILIARITY W/ CANDIDATE VOTED FOR																		
Very familiar	20%	16%	21%	22%	22%	20%	23%	18%	22%	18%	22%	23%	23%	22%	17%	18%	16%	24%
Somewhat familiar	45%	50%	43%	43%	43%	47%	35%	53%	47%	45%	45%	17%	40%	65%	49%	45%	45%	46%
Not too familiar	25%	26%	23%	24%	26%	26%	29%	22%	27%	24%	25%	50%	23%	14%	25%	27%	28%	22%
Not familiar at all	9%	7%	12%	11%	9%	6%	12%	7%	4%	13%	7%	10%	13%	9%	9%	9%	11%	8%
(Don't Know)	*%	1%		1%			*%	1%		*%	1%		*%		1%	1%		*%
TOTAL FAMILIAR	66%	66%	64%	65%	65%	68%	58%	71%	69%	63%	67%	40%	63%	86%	65%	63%	61%	70%
TOTAL NOT FAMILIAR	34%	32%	36%	34%	35%	32%	42%	28%	31%	37%	32%	60%	36%	14%	34%	36%	39%	30%
Q11. FAMILIARITY W/ OTHER CANDIDATES																		
Very familiar	11%	9%	12%	13%	9%	10%	10%	11%	14%	9%	9%	10%	10%	17%	9%	8%	8%	14%
Somewhat familiar	44%	47%	40%	35%	47%	51%	45%	43%	40%	45%	46%	32%	49%	45%	43%	47%	46%	41%
Not too familiar	29%	28%	28%	34%	28%	29%	28%	31%	37%	26%	29%	43%	24%	33%	29%	26%	30%	32%
Not familiar at all	15%	14%	19%	16%	16%	10%	17%	14%	9%	19%	15%	15%	17%	5%	18%	17%	16%	14%
(Don't Know)	1%	1%	1%	1%	1%			1%		1%	1%			2%	2%	2%		*%
TOTAL FAMILIAR	55%	57%	52%	48%	55%	61%	55%	54%	54%	55%	55%	42%	59%	62%	51%	56%	54%	54%
TOTAL NOT FAMILIAR	45%	42%	47%	51%	44%	39%	45%	44%	46%	45%	43%	58%	41%	38%	47%	43%	46%	45%
Q12. WHY VOTED FOR CANDIDATE																		
Agree on issues	51%	61%	50%	51%	45%	47%	47%	54%	57%	45%	55%	53%	46%	60%	51%	50%	56%	49%
Win in the fall	19%	14%	21%	19%	22%	19%	21%	18%	11%	22%	22%	8%	24%	13%	20%	17%	18%	20%
(Both)	30%	25%	29%	30%	32%	32%	31%	28%	31%	32%	23%	38%	29%	27%	29%	32%	25%	30%
(Don't Know)	*%				1%	1%	1%	*%		1%			1%		*%	1%	1%	

Table 3

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

Q9. Candidate voted for. Q10. Familiarity with candidate voted for on children's issues. Q11. Familiarity with other candidates on children's issues. Q12. Why voted for candidate.

## Banner 2

	Banner 2																			
	SEX & EDUCATION					PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME					
	TOTAL	*****HS*****	*****COLL****	*****COLL****	*****COLL****	*CHILD <18*	YES	NO	LIB	MOD	CON	****LIB****	****LIB****	**MOD/CON**	**MOD/CON**	<\$35K	\$35 - 50K	\$50 - 75K	\$75K+	
TOTAL	625	92	98	179	255	158	467	329	193	96	138	191	130	159	124	132	114	128		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q9. VOTED FOR																				
Kerry	36%	43%	24%	39%	36%	32%	38%	34%	44%	30%	38%	31%	44%	35%	44%	34%	35%	38%		
Edwards	32%	25%	38%	22%	38%	30%	32%	33%	30%	31%	23%	40%	23%	36%	19%	33%	32%	31%		
Dean	18%	13%	19%	23%	16%	25%	16%	23%	11%	17%	28%	19%	10%	15%	19%	18%	20%	19%		
Gephardt	12%	15%	14%	13%	8%	13%	11%	9%	12%	21%	9%	8%	19%	12%	15%	14%	10%	11%		
Other	1%	1%	2%	1%	*%		1%	1%	1%	1%	1%	1%	1%	1%	2%		1%			
(Don't Know/Refused)	1%	2%	2%	2%	1%	1%	2%	1%	3%	1%	1%	1%	3%	1%	2%	1%	2%	1%		
Q10. FAMILIARITY W/ CANDIDATE VOTED FOR																				
Very familiar	20%	21%	15%	24%	19%	18%	21%	25%	18%	10%	26%	24%	20%	11%	21%	21%	17%	21%		
Somewhat familiar	45%	41%	48%	32%	55%	44%	46%	48%	42%	41%	38%	55%	32%	50%	41%	43%	51%	48%		
Not too familiar	25%	25%	29%	31%	19%	30%	23%	20%	26%	38%	29%	14%	29%	31%	27%	29%	26%	20%		
Not familiar at all	9%	13%	6%	12%	7%	8%	10%	7%	12%	11%	7%	6%	18%	6%	9%	7%	6%	11%		
(Don't Know)	*%		2%	1%		1%	*%		2%				1%	1%	2%		1%			
TOTAL FAMILIAR	66%	62%	63%	56%	75%	62%	67%	73%	60%	51%	64%	80%	52%	62%	62%	64%	68%	69%		
TOTAL NOT FAMILIAR	34%	38%	35%	44%	25%	37%	33%	27%	38%	49%	36%	20%	48%	37%	36%	36%	32%	30%		
Q11. FAMILIARITY W/ OTHER CANDIDATES																				
Very familiar	11%	5%	11%	12%	11%	11%	10%	14%	7%	7%	13%	14%	7%	8%	14%	7%	9%	16%		
Somewhat familiar	44%	57%	39%	39%	45%	37%	47%	47%	40%	41%	50%	45%	40%	41%	42%	45%	47%	41%		
Not too familiar	29%	23%	29%	31%	31%	39%	26%	27%	34%	30%	25%	28%	31%	34%	27%	29%	30%	30%		
Not familiar at all	15%	15%	18%	18%	12%	13%	16%	12%	17%	22%	12%	12%	22%	16%	16%	17%	13%	14%		
(Don't Know)	1%		3%		*%	1%	1%	*%	2%			1%	2%		1%	2%	1%			
TOTAL FAMILIAR	55%	62%	50%	51%	56%	48%	57%	61%	48%	48%	63%	59%	47%	48%	56%	52%	56%	56%		
TOTAL NOT FAMILIAR	45%	38%	47%	49%	44%	51%	42%	39%	51%	52%	37%	40%	53%	50%	44%	46%	43%	44%		
Q12. WHY VOTED FOR CANDIDATE																				
Agree on issues	51%	41%	58%	51%	52%	54%	50%	47%	55%	55%	47%	47%	48%	62%	56%	47%	46%	52%		
Win in the fall	19%	23%	12%	20%	20%	15%	20%	15%	21%	28%	11%	18%	32%	16%	22%	18%	20%	21%		
(Both)	30%	35%	29%	29%	28%	30%	29%	37%	23%	17%	41%	35%	20%	21%	21%	35%	33%	27%		
(Don't Know)	*%	1%	1%	1%		1%	*%	*%	1%		1%		1%	1%	2%		1%			

Table 3

Q9. Candidate voted for. Q10. Familiarity with candidate voted for on children's issues. Q11. Familiarity with other candidates on children's issues. Q12. Why voted for candidate.

Banner 3

	MOST IMPT ISSUE				VOTED FOR				IMPT OF KIDS			WHY VOTED		HEARD OF ECM		HOW HEARD		
	*****CHILDREN*****				=====				=====			=====		=====		=====		
	TOTAL	TOP	TOP 2	TOP 3	EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	ISSUES	BEAT BUSH	YES	NO	PAPER	TV	OTH
TOTAL	625	183	374	475	197	228	114	72	329	209	85	319	118	190	435	62	59	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q9. VOTED FOR																		
Kerry	36%	34%	35%	37%		100%			36%	37%	39%	29%	57%	39%	35%	42%	47%	28%
Edwards	32%	31%	33%	31%	100%				31%	33%	33%	29%	23%	24%	35%	23%	27%	25%
Dean	18%	21%	20%	19%			100%		22%	12%	15%	23%	12%	22%	17%	26%	14%	34%
Gephardt	12%	11%	10%	11%				100%	10%	14%	11%	17%	8%	14%	11%	10%	12%	11%
Other	1%			*						1%	2%	2%			1%			
(Don't Know/Refused)	1%	3%	2%	2%					1%	2%		2%	1%	1%	2%			2%
Q10. FAMILIARITY W/ CANDIDATE VOTED FOR																		
Very familiar	20%	19%	21%	22%	12%	18%	37%	26%	32%	9%	4%	21%	14%	16%	22%	24%	19%	21%
Somewhat familiar	45%	50%	49%	48%	55%	43%	40%	35%	42%	59%	26%	45%	43%	48%	44%	39%	46%	38%
Not too familiar	25%	26%	24%	24%	23%	30%	16%	26%	21%	23%	46%	25%	27%	27%	24%	32%	31%	34%
Not familiar at all	9%	5%	5%	6%	10%	8%	7%	11%	5%	10%	25%	8%	14%	6%	10%	5%	5%	8%
(Don't Know)	*%		*%	*%		1%		1%	1%			*%	1%	2%				
TOTAL FAMILIAR	66%	69%	70%	70%	67%	61%	77%	61%	74%	67%	29%	66%	58%	65%	66%	63%	64%	58%
TOTAL NOT FAMILIAR	34%	31%	30%	30%	33%	38%	23%	38%	25%	33%	71%	34%	42%	34%	34%	37%	36%	42%
Q11. FAMILIARITY W/ OTHER CANDIDATES																		
Very familiar	11%	13%	12%	12%	11%	7%	15%	14%	18%	1%	4%	10%	8%	9%	11%	11%	7%	13%
Somewhat familiar	44%	45%	45%	45%	44%	47%	43%	36%	49%	50%	13%	42%	46%	44%	44%	35%	46%	36%
Not too familiar	29%	29%	31%	30%	35%	32%	21%	21%	22%	33%	52%	29%	28%	33%	28%	40%	37%	26%
Not familiar at all	15%	12%	11%	11%	11%	12%	20%	29%	10%	16%	32%	18%	18%	13%	16%	13%	10%	25%
(Don't Know)	1%	1%	1%	1%		1%	1%		1%	*		1%		1%	1%			
TOTAL FAMILIAR	55%	58%	57%	58%	55%	55%	58%	50%	67%	51%	16%	52%	54%	54%	55%	47%	53%	49%
TOTAL NOT FAMILIAR	45%	41%	42%	41%	45%	44%	41%	50%	32%	48%	84%	47%	46%	46%	44%	53%	47%	51%
Q12. WHY VOTED FOR CANDIDATE																		
Agree on issues	51%	42%	49%	53%	46%	41%	63%	74%	49%	56%	48%	100%		44%	54%	44%	39%	55%
Win in the fall	19%	20%	18%	17%	14%	29%	12%	12%	20%	15%	24%		100%	21%	18%	23%	22%	11%
(Both)	30%	37%	32%	29%	40%	30%	23%	14%	31%	27%	28%			35%	27%	34%	39%	34%
(Don't Know)	*%	2%	1%	1%			2%			1%					1%			

Table 4

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

## Q13-Q16. (Series) Importance of presidential candidate's position on issues when voted.

## Banner 1

	REGION						SEX		AGE			SEX & AGE				EDUCATION					
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	***MEN***	***WOMEN***	<55	55+	<55	55+	HS OR LESS	SOME COLL	COLL GRAD	
TOTAL	625 100%	137 100%	121 100%	122 100%	137 100%	108 100%	272 100%	353 100%	162 100%	306 100%	157 100%	60 100%	212 100%	102 100%	251 100%	190 100%	153 100%	281 100%			
Q13. HEAD START																					
Very important	26%	22%	29%	28%	23%	31%	20%	31%	27%	24%	30%	7%	24%	38%	28%	25%	22%	29%			
Somewhat important	42%	45%	40%	46%	41%	39%	42%	42%	41%	41%	47%	45%	42%	38%	44%	39%	47%	42%			
Not very important	20%	19%	14%	18%	26%	22%	22%	18%	25%	21%	13%	40%	17%	16%	19%	24%	21%	17%			
Not imp't at all	11%	13%	17%	8%	9%	7%	15%	8%	7%	14%	8%	7%	17%	8%	8%	12%	10%	11%			
(Don't Know)	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	1%	1%	1%	1%			
TOTAL IMPORTANT	68%	67%	69%	74%	64%	69%	62%	73%	67%	65%	77%	52%	65%	76%	72%	64%	69%	71%			
TOTAL NOT IMP'T	31%	32%	31%	26%	34%	30%	37%	26%	32%	35%	22%	47%	34%	24%	27%	35%	31%	28%			
Q14. MEDICARE																					
Very important	67%	58%	68%	73%	73%	64%	60%	73%	53%	61%	93%	35%	67%	64%	76%	75%	68%	61%			
Somewhat important	25%	28%	19%	23%	23%	32%	31%	20%	36%	28%	7%	52%	25%	27%	18%	21%	25%	28%			
Not very important	7%	12%	11%	3%	4%	4%	7%	6%	10%	8%		13%	6%	9%	5%	4%	6%	9%			
Not imp't at all	1%	2%	2%	1%			2%			2%			3%			1%	1%	1%			
(Don't Know)	*%		1%		1%			1%		1%					1%			1%			
TOTAL IMPORTANT	92%	86%	87%	96%	96%	96%	90%	93%	90%	89%	100%	87%	92%	91%	94%	96%	93%	89%			
TOTAL NOT IMP'T	8%	14%	12%	4%	4%	4%	10%	6%	10%	10%		13%	8%	9%	5%	4%	7%	10%			
Q15. CHILD HEALTH INSURANCE																					
Very important	65%	62%	61%	69%	68%	65%	60%	69%	72%	59%	69%	70%	57%	74%	67%	64%	61%	67%			
Somewhat important	22%	24%	20%	20%	23%	24%	23%	22%	19%	25%	20%	18%	25%	20%	22%	19%	26%	22%			
Not very important	11%	11%	17%	11%	7%	10%	14%	8%	9%	13%	10%	12%	15%	7%	9%	15%	11%	8%			
Not imp't at all	2%	3%	2%	1%	1%	1%	3%	1%		3%	1%		4%		1%	1%	1%	2%			
(Don't Know)	*%				1%		*%	*%		*%	1%		*%		*%	1%		*%			
TOTAL IMPORTANT	87%	86%	81%	89%	91%	89%	83%	91%	91%	84%	89%	88%	81%	93%	90%	83%	88%	90%			
TOTAL NOT IMP'T	12%	14%	19%	11%	7%	11%	17%	9%	9%	16%	10%	12%	18%	7%	10%	16%	12%	10%			
Q16. SOCIAL SECURITY																					
Very important	69%	70%	74%	72%	65%	61%	67%	70%	48%	68%	91%	57%	70%	43%	81%	82%	76%	56%			
Somewhat important	26%	27%	20%	21%	27%	35%	25%	27%	47%	24%	9%	37%	22%	53%	16%	16%	19%	36%			
Not very important	4%	3%	4%	5%	7%	4%	7%	3%	5%	7%		7%	7%	4%	2%	2%	5%	6%			
Not imp't at all	1%		2%	1%	1%		1%	*%		1%			1%		*%		1%	1%			
(Don't Know)	*%			1%	1%		*%	*%		1%			*%		*%			*%			
TOTAL IMPORTANT	95%	97%	94%	93%	92%	96%	92%	97%	95%	92%	100%	93%	92%	96%	97%	98%	95%	92%			
TOTAL NOT IMP'T	5%	3%	6%	6%	7%	4%	8%	3%	5%	8%		7%	8%	4%	3%	2%	5%	7%			

Q13-Q16. (Series) Importance of presidential candidate's position on issues when voted.

Banner 2

	TOTAL	SEX & EDUCATION				PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME			
		MEN	WOMEN	MEN	WOMEN	YES	NO	LIB	MOD	CON	MEN	WOMEN	MEN	WOMEN	<\$35K	\$35-50K	\$50-75K	\$75K+
TOTAL	625 100%	92 100%	98 100%	179 100%	255 100%	158 100%	467 100%	329 100%	193 100%	96 100%	138 100%	191 100%	130 100%	159 100%	124 100%	132 100%	114 100%	128 100%
Q13. HEAD START																		
Very important	26%	25%	24%	17%	34%	27%	26%	33%	18%	21%	20%	43%	20%	18%	33%	25%	14%	31%
Somewhat important	42%	35%	43%	46%	42%	43%	42%	43%	47%	29%	52%	37%	32%	49%	43%	42%	45%	38%
Not very important	20%	27%	20%	20%	17%	20%	20%	16%	21%	30%	20%	13%	25%	23%	15%	23%	28%	16%
Not imp't at all	11%	12%	11%	16%	7%	11%	11%	7%	13%	20%	7%	7%	23%	9%	9%	10%	12%	13%
(Don't Know)	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
TOTAL IMPORTANT	68%	60%	67%	63%	76%	70%	68%	77%	65%	50%	72%	80%	52%	67%	76%	67%	59%	70%
TOTAL NOT IMP'T	31%	39%	32%	36%	24%	30%	31%	22%	34%	50%	26%	20%	48%	32%	23%	33%	40%	30%
Q14. MEDICARE																		
Very important	67%	73%	78%	53%	71%	44%	75%	67%	69%	62%	64%	70%	57%	75%	83%	71%	47%	64%
Somewhat important	25%	23%	18%	35%	21%	45%	18%	29%	17%	27%	33%	25%	27%	15%	16%	22%	42%	25%
Not very important	7%	3%	4%	9%	7%	11%	5%	3%	11%	10%	2%	4%	13%	9%	1%	7%	8%	9%
Not imp't at all	1%	1%	1%	3%	1%	1%	1%	*%	2%	1%	1%	3%	1%	1%	1%	2%	2%	2%
(Don't Know)	*%				1%		*%	*%	1%			1%	1%	1%			1%	1%
TOTAL IMPORTANT	92%	96%	96%	88%	92%	89%	93%	96%	87%	90%	97%	95%	84%	91%	99%	93%	89%	89%
TOTAL NOT IMP'T	8%	4%	4%	12%	7%	11%	6%	4%	13%	10%	3%	4%	16%	9%	1%	7%	10%	10%
Q15. CHILD HEALTH INSURANCE																		
Very important	65%	62%	66%	58%	70%	64%	65%	70%	64%	53%	64%	74%	55%	65%	69%	71%	57%	64%
Somewhat important	22%	20%	18%	25%	23%	27%	21%	22%	23%	21%	26%	19%	20%	24%	24%	19%	29%	17%
Not very important	11%	15%	15%	13%	6%	8%	12%	7%	11%	24%	8%	6%	21%	11%	6%	8%	11%	16%
Not imp't at all	2%	2%	2%	3%	1%	1%	2%	1%	2%	2%	1%	1%	4%	1%	2%	4%	2%	2%
(Don't Know)	*%	1%	1%	1%	*%	*%	*%	*%	1%			1%	1%	1%	1%	1%	1%	1%
TOTAL IMPORTANT	87%	82%	85%	83%	93%	91%	86%	92%	87%	74%	91%	93%	75%	89%	94%	90%	86%	81%
TOTAL NOT IMP'T	12%	17%	15%	17%	7%	9%	13%	8%	13%	26%	9%	6%	25%	11%	6%	10%	14%	18%
Q16. SOCIAL SECURITY																		
Very important	69%	78%	86%	61%	64%	44%	77%	65%	74%	71%	70%	62%	65%	79%	89%	73%	59%	57%
Somewhat important	26%	18%	14%	28%	31%	48%	18%	30%	21%	23%	25%	34%	25%	19%	10%	23%	36%	36%
Not very important	4%	3%	3%	8%	4%	8%	3%	4%	5%	5%	5%	4%	8%	2%	1%	4%	4%	5%
Not imp't at all	1%	1%	1%	2%	*%	1%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
(Don't Know)	*%			1%	*%		*%	*%				1%	1%	1%				1%
TOTAL IMPORTANT	95%	97%	100%	89%	95%	92%	96%	95%	94%	94%	94%	96%	90%	97%	99%	96%	95%	93%
TOTAL NOT IMP'T	5%	3%	0%	10%	4%	8%	4%	5%	6%	6%	6%	4%	10%	3%	1%	4%	5%	6%

Table 4

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

Q13-Q16. (Series) Importance of presidential candidate's position on issues when voted.

Banner 3

	MOST IMPT ISSUE				VOTED FOR				IMPT OF KIDS			WHY VOTED		HEARD OF ECM		HOW HEARD		
	TOTAL	*****CHILDREN*****			EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	ISSUES	BEAT BUSH	YES	NO	PAPER	TV	OTH
		TOP	TOP 2	TOP 3														
TOTAL	625 100%	183 100%	374 100%	475 100%	197 100%	228 100%	114 100%	72 100%	329 100%	209 100%	85 100%	319 100%	118 100%	190 100%	435 100%	62 100%	59 100%	53 100%
Q13. HEAD START																		
Very important	26%	41%	30%	30%	28%	23%	35%	18%	39%	17%		20%	31%	33%	23%	40%	29%	40%
Somewhat important	42%	45%	45%	43%	39%	44%	45%	40%	47%	47%	11%	45%	35%	44%	41%	45%	44%	34%
Not very important	20%	11%	16%	19%	15%	22%	19%	28%	10%	26%	41%	23%	17%	16%	22%	10%	17%	21%
Not impt at all	11%	3%	8%	7%	16%	11%		14%	3%	9%	47%	11%	18%	6%	13%	5%	10%	4%
(Don't Know)	1%	1%	1%	1%	2%	*%	1%		1%		1%	1%		1%	1%			2%
TOTAL IMPORTANT	68%	86%	76%	73%	68%	67%	80%	58%	86%	65%	11%	65%	65%	77%	65%	85%	73%	74%
TOTAL NOT IMPT	31%	14%	23%	26%	31%	32%	19%	42%	13%	35%	88%	34%	35%	22%	34%	15%	27%	25%
Q14. MEDICARE																		
Very important	67%	69%	66%	67%	59%	72%	61%	76%	77%	68%	27%	62%	71%	72%	65%	81%	83%	72%
Somewhat important	25%	27%	26%	25%	30%	21%	31%	18%	19%	28%	39%	26%	25%	22%	26%	19%	12%	17%
Not very important	7%	3%	7%	7%	9%	6%	7%	6%	4%	3%	28%	10%	3%	6%	7%		3%	11%
Not impt at all	1%	1%	1%	1%	1%	1%					6%	1%	1%	1%	1%		2%	
(Don't Know)	*%	1%	1%	*%	1%		1%		*%	*%		*%		*%				
TOTAL IMPORTANT	92%	96%	92%	92%	90%	93%	92%	94%	96%	96%	66%	88%	97%	93%	91%	100%	95%	89%
TOTAL NOT IMPT	8%	4%	7%	7%	10%	7%	7%	6%	4%	3%	34%	11%	3%	7%	8%		5%	11%
Q15. CHILD HEALTH INSURANCE																		
Very important	65%	73%	70%	72%	61%	68%	71%	60%	86%	49%	24%	67%	58%	68%	64%	81%	58%	70%
Somewhat important	22%	21%	22%	22%	21%	18%	26%	31%	11%	39%	25%	20%	29%	23%	22%	10%	32%	19%
Not very important	11%	5%	6%	6%	15%	12%	3%	10%	3%	11%	44%	12%	12%	8%	12%	8%	7%	9%
Not impt at all	2%		1%	1%	2%	2%				1%	8%	2%	2%	1%	2%		2%	
(Don't Know)	*%	1%	*%	*%	1%	*%			*%	*%		*%		1%	*%	2%	2%	2%
TOTAL IMPORTANT	87%	94%	93%	93%	83%	86%	97%	90%	97%	88%	48%	87%	86%	91%	86%	90%	90%	89%
TOTAL NOT IMPT	12%	5%	7%	7%	17%	14%	3%	10%	3%	12%	52%	13%	14%	9%	14%	8%	8%	9%
Q16. SOCIAL SECURITY																		
Very important	69%	63%	65%	67%	62%	71%	66%	78%	78%	65%	42%	65%	71%	75%	66%	82%	76%	81%
Somewhat important	26%	32%	31%	28%	30%	23%	32%	18%	16%	35%	39%	28%	25%	22%	28%	18%	24%	15%
Not very important	4%	4%	4%	4%	6%	5%	2%	4%	5%		15%	6%	3%	3%	5%			4%
Not impt at all	1%		1%	*%	1%	*%			*%		4%	1%	1%	1%	1%			
(Don't Know)	*%	1%	*%	*%	1%	*%			1%			*%		*%				
TOTAL IMPORTANT	95%	95%	95%	95%	93%	94%	98%	96%	95%	100%	81%	93%	97%	97%	94%	100%	100%	96%
TOTAL NOT IMPT	5%	4%	4%	5%	7%	6%	2%	4%	5%		19%	7%	3%	3%	6%			4%

Table 5

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

## Q17-Q20. (Series) Importance of presidential candidate's position on issues when voted.

## Banner 1

	REGION						SEX		AGE			SEX & AGE				EDUCATION			
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	***MEN***	55+	***WOMEN***	<55	55+	HS OR LESS	SOME COLL	COLL GRAD
TOTAL	625	137	121	122	137	108	272	353	162	306	157	60	212	102	251	190	153	281	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q17. CHILD ABUSE PREVENTION																			
Very important	53%	47%	53%	58%	53%	53%	46%	58%	46%	49%	67%	42%	48%	48%	61%	60%	58%	45%	
Somewhat important	33%	41%	28%	27%	32%	35%	33%	33%	40%	35%	21%	38%	31%	41%	29%	28%	29%	38%	
Not very important	12%	10%	16%	12%	12%	12%	19%	8%	13%	13%	11%	20%	18%	9%	7%	12%	10%	14%	
Not imp't at all	2%	2%	2%	2%	1%		2%	1%	1%	3%	1%		3%	2%	1%		3%	2%	
(Don't Know)	*%		1%		1%			1%		*%	1%				1%			1%	
TOTAL IMPORTANT	85%	88%	81%	85%	85%	88%	79%	90%	86%	84%	88%	80%	79%	89%	91%	88%	87%	83%	
TOTAL NOT IMPT	14%	12%	18%	15%	14%	12%	21%	9%	14%	16%	11%	20%	21%	11%	8%	12%	13%	16%	
Q18. ECONOMY/JOBS																			
Very important	86%	90%	91%	80%	85%	84%	83%	88%	85%	81%	97%	78%	85%	89%	88%	92%	86%	82%	
Somewhat important	14%	10%	8%	19%	15%	16%	16%	12%	15%	18%	3%	22%	14%	11%	12%	8%	13%	18%	
Not very important	*%		1%	1%			1%			1%			1%					1%	
Not imp't at all																			
(Don't Know)																			
TOTAL IMPORTANT	100%	100%	99%	99%	100%	100%	99%	100%	100%	99%	100%	100%	99%	100%	100%	100%	99%	100%	
TOTAL NOT IMPT	*%		1%	1%			1%			1%			1%				1%		
Q19. PRE-K																			
Very important	27%	26%	26%	20%	34%	29%	22%	30%	29%	23%	31%	20%	23%	34%	29%	22%	24%	32%	
Somewhat important	45%	47%	42%	46%	37%	55%	44%	45%	49%	43%	44%	53%	42%	47%	45%	48%	48%	41%	
Not very important	18%	17%	17%	25%	18%	9%	20%	16%	12%	20%	20%	15%	21%	10%	18%	23%	18%	14%	
Not imp't at all	10%	11%	14%	8%	10%	7%	13%	8%	10%	13%	4%	12%	14%	9%	8%	8%	9%	12%	
(Don't Know)	*%		1%	1%	1%		*%	1%		1%	1%		*%		1%		1%	1%	
TOTAL IMPORTANT	72%	72%	68%	66%	71%	83%	67%	76%	78%	66%	75%	73%	65%	81%	73%	69%	72%	73%	
TOTAL NOT IMPT	28%	28%	31%	34%	28%	17%	33%	24%	22%	33%	24%	27%	35%	19%	26%	31%	27%	26%	
Q20. REBUILDING IRAQ																			
Very important	24%	28%	20%	25%	27%	19%	25%	24%	33%	24%	15%	35%	22%	32%	20%	21%	16%	31%	
Somewhat important	35%	39%	40%	27%	38%	32%	40%	32%	29%	37%	39%	35%	41%	25%	35%	32%	37%	37%	
Not very important	23%	19%	22%	29%	19%	29%	20%	26%	23%	22%	27%	13%	22%	28%	25%	26%	25%	20%	
Not imp't at all	16%	14%	17%	18%	15%	19%	15%	18%	14%	17%	18%	15%	15%	13%	20%	21%	22%	11%	
(Don't Know)	1%		1%	1%	1%	2%	*%	1%	1%	1%	1%	2%		1%	1%	1%		1%	
TOTAL IMPORTANT	60%	67%	60%	52%	65%	51%	65%	56%	62%	60%	55%	70%	63%	58%	55%	53%	54%	67%	
TOTAL NOT IMPT	40%	33%	40%	47%	34%	47%	35%	43%	36%	39%	45%	28%	37%	41%	44%	47%	46%	31%	

Q17-Q20. (Series) Importance of presidential candidate's position on issues when voted.

Banner 2

	TOTAL	SEX & EDUCATION				PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME			
		MEN	WOMEN	MEN	WOMEN	YES	NO	LIB	MOD	CON	MEN	WOMEN	MEN	WOMEN	<\$35K	\$35-50K	\$50-75K	\$75K+
TOTAL	625 100%	92 100%	98 100%	179 100%	255 100%	158 100%	467 100%	329 100%	193 100%	96 100%	138 100%	191 100%	130 100%	159 100%	124 100%	132 100%	114 100%	128 100%
Q17. CHILD ABUSE PREVENTION																		
Very important	53%	53%	66%	42%	54%	44%	55%	55%	50%	48%	49%	60%	44%	54%	73%	55%	46%	44%
Somewhat important	33%	28%	28%	35%	35%	44%	29%	29%	37%	40%	30%	27%	35%	40%	23%	33%	39%	34%
Not very important	12%	18%	6%	19%	8%	11%	13%	14%	11%	11%	19%	10%	19%	5%	4%	11%	12%	18%
Not imp't at all	2%			3%	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	1%	3%	3%	
(Don't Know)	*%				1%		*%	1%				1%						1%
TOTAL IMPORTANT	85%	82%	94%	78%	89%	88%	85%	84%	87%	88%	80%	87%	78%	94%	96%	88%	85%	78%
TOTAL NOT IMPT	14%	18%	6%	22%	10%	12%	15%	16%	13%	12%	20%	12%	22%	6%	4%	12%	15%	21%
Q18. ECONOMY/JOBS																		
Very important	86%	88%	96%	81%	85%	80%	88%	82%	92%	89%	81%	83%	86%	95%	91%	84%	82%	86%
Somewhat important	14%	12%	4%	18%	15%	20%	11%	18%	7%	11%	18%	17%	13%	5%	9%	15%	18%	14%
Not very important	*%			1%			*%	*%	1%		1%		1%		1%			
Not imp't at all																		
(Don't Know)																		
TOTAL IMPORTANT	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%	99%	100%	99%	100%	100%	99%	100%	100%
TOTAL NOT IMPT	*%			1%			*%	*%	1%		1%		1%			1%		
Q19. PRE-K																		
Very important	27%	21%	22%	23%	33%	25%	27%	34%	20%	17%	29%	38%	15%	21%	25%	30%	20%	31%
Somewhat important	45%	47%	49%	43%	44%	49%	43%	43%	54%	32%	48%	40%	41%	52%	51%	44%	54%	39%
Not very important	18%	25%	20%	17%	14%	13%	19%	13%	17%	34%	14%	12%	26%	19%	16%	17%	18%	18%
Not imp't at all	10%	8%	8%	16%	8%	13%	9%	9%	10%	17%	9%	8%	18%	8%	7%	10%	8%	11%
(Don't Know)	*%			1%	1%	1%	1%	1%			1%	1%			1%			1%
TOTAL IMPORTANT	72%	67%	71%	66%	77%	74%	71%	78%	74%	49%	77%	79%	56%	73%	76%	73%	74%	70%
TOTAL NOT IMPT	28%	33%	29%	34%	22%	26%	28%	21%	26%	51%	22%	20%	44%	27%	23%	27%	26%	29%
Q20. REBUILDING IRAQ																		
Very important	24%	21%	21%	27%	24%	27%	23%	30%	18%	16%	28%	31%	21%	14%	27%	22%	18%	29%
Somewhat important	35%	38%	26%	40%	35%	35%	36%	31%	41%	40%	33%	29%	46%	36%	29%	35%	34%	41%
Not very important	23%	23%	30%	18%	24%	25%	22%	23%	24%	21%	23%	24%	17%	28%	27%	20%	25%	23%
Not imp't at all	16%	18%	22%	13%	16%	12%	18%	15%	16%	23%	14%	16%	16%	19%	17%	23%	21%	8%
(Don't Know)	1%		1%	1%	1%	1%	1%	*%	2%	1%	1%		3%				3%	
TOTAL IMPORTANT	60%	59%	47%	68%	59%	62%	59%	61%	59%	55%	62%	61%	67%	50%	56%	57%	52%	70%
TOTAL NOT IMPT	40%	41%	52%	32%	40%	37%	40%	39%	39%	44%	38%	39%	33%	47%	44%	43%	46%	30%

Table 5

Q17-Q20. (Series) Importance of presidential candidate's position on issues when voted.

Banner 3

	TOTAL	MOST IMPT ISSUE			VOTED FOR				IMPT OF KIDS			WHY VOTED		HEARD OF ECM		HOW HEARD		
		TOP	TOP 2	TOP 3	EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	ISSUES	BEAT BUSH	YES	NO	PAPER	TV	OTH
TOTAL	625 100%	183 100%	374 100%	475 100%	197 100%	228 100%	114 100%	72 100%	329 100%	209 100%	85 100%	319 100%	118 100%	190 100%	435 100%	62 100%	59 100%	53 100%
Q17. CHILD ABUSE PREVENTION																		
Very important	53%	49%	52%	55%	54%	53%	62%	35%	72%	34%	20%	55%	46%	58%	50%	79%	56%	57%
Somewhat important	33%	37%	38%	35%	32%	32%	30%	42%	23%	50%	28%	29%	40%	32%	33%	16%	27%	42%
Not very important	12%	11%	9%	9%	12%	13%	7%	22%	3%	14%	44%	13%	12%	8%	14%	3%	14%	2%
Not impt at all	2%	1%	1%	1%	2%	2%		1%	*%	1%	8%	2%	3%	2%	2%	2%	3%	
(Don't Know)	*%	1%	1%	*%	1%		1%		1%			*%			*%			
TOTAL IMPORTANT	85%	86%	89%	90%	86%	85%	92%	76%	96%	84%	48%	85%	86%	90%	83%	95%	83%	98%
TOTAL NOT IMPT	14%	13%	10%	10%	14%	15%	7%	24%	4%	16%	52%	15%	14%	10%	16%	5%	17%	2%
Q18. ECONOMY/JOBS																		
Very important	86%	83%	84%	84%	89%	83%	81%	94%	89%	83%	82%	85%	83%	85%	86%	87%	88%	87%
Somewhat important	14%	17%	16%	15%	11%	17%	19%	6%	11%	17%	18%	14%	17%	15%	13%	13%	12%	13%
Not very important	*%		*%	*%	1%	*%			*%	*%		*%			*%			
Not impt at all																		
(Don't Know)																		
TOTAL IMPORTANT	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL NOT IMPT	*%		*%	*%	1%	*%			*%	*%		*%			*%			
Q19. PRE-K																		
Very important	27%	38%	33%	31%	21%	32%	37%	12%	42%	14%		27%	27%	29%	26%	23%	17%	34%
Somewhat important	45%	49%	45%	46%	50%	42%	42%	46%	47%	51%	20%	43%	36%	50%	43%	66%	61%	43%
Not very important	18%	5%	12%	15%	16%	15%	17%	31%	8%	21%	47%	22%	14%	13%	20%	5%	12%	19%
Not impt at all	10%	6%	9%	8%	13%	11%	4%	11%	3%	13%	33%	8%	22%	8%	11%	6%	10%	4%
(Don't Know)	*%	2%	1%	1%	1%	*%	1%		1%	*%		*%	1%		1%			
TOTAL IMPORTANT	72%	87%	79%	77%	71%	73%	79%	58%	89%	66%	20%	71%	63%	79%	69%	89%	78%	77%
TOTAL NOT IMPT	28%	11%	21%	23%	28%	26%	20%	42%	10%	34%	80%	29%	36%	21%	31%	11%	22%	23%
Q20. REBUILDING IRAQ																		
Very important	24%	23%	24%	23%	16%	25%	32%	26%	22%	25%	28%	25%	22%	21%	26%	16%	29%	15%
Somewhat important	35%	29%	33%	32%	42%	36%	27%	31%	38%	26%	48%	31%	42%	36%	35%	42%	27%	30%
Not very important	23%	29%	26%	27%	24%	25%	17%	25%	24%	29%	6%	29%	12%	25%	22%	21%	25%	28%
Not impt at all	16%	19%	17%	17%	17%	13%	23%	17%	15%	18%	16%	14%	25%	17%	16%	21%	19%	25%
(Don't Know)	1%		1%	1%	1%		2%	1%	*%	1%	1%	1%		1%	1%			2%
TOTAL IMPORTANT	60%	52%	57%	55%	58%	62%	59%	57%	60%	51%	76%	56%	64%	57%	61%	58%	56%	45%
TOTAL NOT IMPT	40%	48%	42%	44%	41%	38%	39%	42%	39%	47%	22%	43%	36%	43%	38%	42%	44%	53%

Table 6

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

## Q21-Q23. (Series) Likelihood to vote for a candidate who addresses various issues

## Banner 1

	REGION						SEX		AGE			SEX & AGE				EDUCATION			
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	***MEN***	55+	***WOMEN***	<55	55+	HS OR LESS	SOME COLL	COLL GRAD
TOTAL	625	137	121	122	137	108	272	353	162	306	157	60	212	102	251	190	153	281	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q21. SUPPORTING PUBLIC SCHOOLS																			
Very important	78%	75%	74%	75%	78%	86%	69%	84%	81%	72%	85%	62%	71%	92%	81%	75%	75%	80%	
Somewhat important	16%	18%	16%	19%	18%	11%	23%	11%	12%	21%	12%	27%	22%	4%	14%	22%	20%	11%	
Not very important	5%	7%	8%	5%	4%	3%	7%	4%	6%	7%	2%	10%	6%	4%	4%	3%	4%	8%	
Not imp't at all	1%	1%	2%		1%		1%		1%	1%	1%	2%	1%				1%	1%	
(Don't Know)	*%			1%				*%			1%				*%	1%			
TOTAL IMPORTANT	94%	93%	90%	94%	96%	97%	92%	96%	93%	93%	97%	88%	92%	96%	96%	97%	95%	91%	
TOTAL NOT IMPT	6%	7%	10%	5%	4%	3%	8%	4%	7%	7%	3%	12%	8%	4%	4%	3%	5%	9%	
Q22. HOMELAND SECURITY																			
Very important	36%	33%	34%	38%	36%	40%	31%	40%	41%	34%	35%	35%	30%	45%	38%	45%	42%	26%	
Somewhat important	42%	44%	45%	41%	39%	39%	47%	38%	38%	44%	41%	53%	45%	28%	42%	36%	39%	48%	
Not very important	20%	21%	19%	19%	21%	20%	21%	20%	20%	19%	22%	10%	24%	25%	18%	18%	18%	23%	
Not imp't at all	2%	1%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	3%	
(Don't Know)	*%	1%						1%		1%					1%	1%	1%		
TOTAL IMPORTANT	78%	77%	79%	79%	76%	79%	78%	78%	79%	78%	76%	88%	75%	74%	80%	81%	80%	74%	
TOTAL NOT IMPT	22%	22%	21%	21%	24%	21%	22%	22%	21%	21%	24%	12%	25%	26%	20%	18%	19%	26%	
Q23. AFTER-SCHOOL PROGRAMS																			
Very important	28%	26%	28%	32%	27%	30%	21%	34%	24%	27%	36%	10%	24%	32%	35%	31%	29%	27%	
Somewhat important	49%	56%	47%	40%	48%	52%	52%	46%	62%	45%	41%	73%	46%	56%	42%	49%	48%	49%	
Not very important	13%	9%	13%	16%	18%	9%	17%	10%	6%	16%	14%	12%	18%	3%	14%	15%	14%	11%	
Not imp't at all	9%	8%	11%	12%	7%	7%	10%	8%	7%	11%	7%	5%	11%	9%	8%	5%	8%	12%	
(Don't Know)	1%		1%		1%	2%	*%	1%		1%	1%		*%		1%	1%		1%	
TOTAL IMPORTANT	77%	82%	75%	72%	75%	81%	73%	80%	86%	72%	78%	83%	70%	88%	77%	79%	78%	75%	
TOTAL NOT IMPT	22%	18%	24%	28%	24%	17%	26%	19%	14%	27%	21%	17%	29%	12%	22%	20%	22%	23%	

Table 6

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

## Q21-Q23. (Series) Likelihood to vote for a candidate who addresses various issues

## Banner 2

	SEX & EDUCATION				PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME				
	*****HS*****		***COLL***		*CHILD <18*		LIB	MOD	CON	***LIB***		**MOD/CON**		<\$35K	\$35-50K	\$50-75K	\$75K+	
	MEN	WOMEN	MEN	WOMEN	YES	NO				MEN	WOMEN	MEN	WOMEN					
TOTAL	625	92	98	179	255	158	467	329	193	96	138	191	130	159	124	132	114	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q21. SUPPORTING PUBLIC SCHOOLS																		
Very important	78%	71%	80%	68%	86%	79%	77%	80%	83%	58%	70%	87%	68%	81%	85%	77%	78%	78%
Somewhat important	16%	27%	16%	21%	9%	13%	18%	16%	12%	25%	24%	11%	22%	12%	13%	17%	20%	14%
Not very important	5%	2%	3%	9%	4%	8%	4%	3%	5%	15%	4%	2%	10%	7%	2%	7%	2%	7%
Not imp't at all	1%			2%			1%	1%		1%	1%		1%					1%
(Don't Know)	*%		1%				*%			1%				1%				
TOTAL IMPORTANT	94%	98%	96%	88%	96%	92%	95%	97%	95%	83%	94%	98%	89%	92%	98%	93%	98%	92%
TOTAL NOT IMPT	6%	2%	3%	12%	4%	8%	5%	3%	5%	16%	6%	2%	11%	7%	2%	7%	2%	8%
Q22. HOMELAND SECURITY																		
Very important	36%	40%	50%	26%	36%	41%	34%	27%	48%	45%	24%	29%	39%	53%	37%	34%	37%	38%
Somewhat important	42%	38%	34%	51%	40%	42%	42%	48%	33%	38%	54%	43%	38%	31%	46%	46%	43%	34%
Not very important	20%	22%	14%	20%	22%	17%	21%	22%	19%	17%	20%	24%	22%	15%	16%	17%	18%	27%
Not imp't at all	2%		1%	3%	2%	1%	2%	3%		1%	2%	3%	1%	1%	3%	3%	2%	2%
(Don't Know)	*%		1%		*%		*%	*%				1%						
TOTAL IMPORTANT	78%	78%	84%	77%	76%	82%	76%	75%	81%	82%	78%	73%	78%	85%	83%	80%	80%	72%
TOTAL NOT IMPT	22%	22%	15%	23%	24%	18%	23%	25%	19%	18%	22%	27%	22%	15%	17%	20%	20%	28%
Q23. AFTER-SCHOOL PROGRAMS																		
Very important	28%	23%	38%	20%	33%	22%	31%	35%	21%	24%	25%	42%	18%	25%	42%	27%	19%	31%
Somewhat important	49%	54%	44%	51%	47%	63%	44%	47%	54%	45%	55%	41%	49%	52%	54%	51%	54%	41%
Not very important	13%	17%	12%	16%	10%	8%	15%	10%	16%	18%	12%	9%	22%	12%	4%	13%	16%	16%
Not imp't at all	9%	4%	6%	13%	9%	7%	10%	7%	9%	14%	8%	7%	12%	10%	9%	10%	10%	
(Don't Know)	1%	1%			1%		1%	1%	1%		1%	1%		1%			1%	1%
TOTAL IMPORTANT	77%	77%	82%	71%	80%	85%	75%	82%	75%	69%	80%	83%	67%	77%	96%	78%	74%	73%
TOTAL NOT IMPT	22%	22%	18%	29%	19%	15%	24%	17%	25%	31%	20%	16%	33%	22%	4%	22%	25%	27%

Q21-Q23. (Series) Likelihood to vote for a candidate who addresses various issues

Banner 3

TOTAL	MOST IMPT ISSUE *****CHILDREN*****			VOTED FOR				IMPT OF KIDS			WHY VOTED BEAT		HEARD OF ECM		HOW HEARD			
	TOP	TOP 2	TOP 3	EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	ISSUES	BUSH	YES	NO	PAPER	TV	OTH	
TOTAL	625	183	374	475	197	228	114	72	329	209	85	319	118	190	435	62	59	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q21. SUPPORTING PUBLIC SCHOOLS																		
Very important	78%	89%	82%	80%	87%	72%	77%	72%	93%	68%	40%	78%	69%	75%	79%	90%	61%	74%
Somewhat important	16%	10%	15%	16%	9%	21%	17%	22%	7%	25%	32%	15%	26%	16%	16%	5%	29%	11%
Not very important	5%	1%	3%	4%	4%	7%	5%	4%		6%	24%	5%	4%	8%	4%	5%	8%	13%
Not impt at all	1%				1%	*%	1%				5%	1%		1%	*%		2%	2%
(Don't Know)	*%							1%		*%		*%		*%				
TOTAL IMPORTANT	94%	99%	97%	96%	95%	93%	94%	94%	100%	94%	72%	94%	96%	91%	95%	95%	90%	85%
TOTAL NOT IMPT	6%	1%	3%	4%	5%	7%	6%	4%		6%	28%	6%	4%	9%	5%	5%	10%	15%
Q22. HOMELAND SECURITY																		
Very important	36%	28%	32%	32%	40%	35%	28%	40%	38%	31%	42%	41%	31%	29%	39%	35%	29%	36%
Somewhat important	42%	50%	47%	47%	47%	42%	37%	39%	43%	44%	33%	33%	44%	47%	39%	42%	49%	42%
Not very important	20%	21%	20%	20%	13%	21%	31%	19%	18%	23%	21%	23%	23%	22%	20%	23%	20%	19%
Not impt at all	2%	2%	2%	1%		2%	4%	1%	2%	1%	4%	2%	3%	2%	2%		2%	4%
(Don't Know)	*%			*%		*%	1%		*%	*%		1%		*%				
TOTAL IMPORTANT	78%	78%	79%	79%	87%	77%	65%	79%	80%	75%	75%	75%	75%	76%	78%	77%	78%	77%
TOTAL NOT IMPT	22%	22%	21%	21%	13%	23%	34%	21%	19%	24%	25%	25%	25%	24%	21%	23%	22%	23%
Q23. AFTER-SCHOOL PROGRAMS																		
Very important	28%	36%	32%	31%	33%	23%	39%	19%	46%	9%	9%	29%	29%	27%	29%	26%	17%	30%
Somewhat important	49%	50%	50%	51%	41%	53%	52%	56%	44%	62%	33%	49%	48%	59%	44%	65%	66%	62%
Not very important	13%	5%	10%	10%	12%	14%	8%	18%	5%	19%	29%	15%	12%	6%	16%	5%	7%	6%
Not impt at all	9%	8%	7%	7%	13%	11%	1%	7%	4%	10%	28%	7%	11%	7%	10%	5%	10%	2%
(Don't Know)	1%	1%	1%	1%	2%		1%		1%	*%		*%			1%			
TOTAL IMPORTANT	77%	86%	82%	82%	74%	76%	90%	75%	90%	71%	42%	77%	77%	87%	73%	90%	83%	92%
TOTAL NOT IMPT	22%	13%	17%	17%	24%	24%	9%	25%	9%	29%	58%	22%	23%	13%	26%	10%	17%	8%

Q21-Q23. (Summary Table) Likelihood to vote for a candidate who addresses various issues

Banner 1

	REGION						SEX		AGE			SEX & AGE				EDUCATION			
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	***MEN***	55+	***WOMEN***	<55	55+	HS OR LESS	SOME COLL	COLL GRAD
TOTAL	625	137	121	122	137	108	272	353	162	306	157	60	212	102	251	190	153	281	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The economy and jobs	86%	90%	91%	80%	85%	84%	83%	88%	85%	81%	97%	78%	85%	89%	88%	92%	86%	82%	
Public schools	78%	75%	74%	75%	78%	86%	69%	84%	81%	72%	85%	62%	71%	92%	81%	75%	75%	80%	
Social Security	69%	70%	74%	72%	65%	61%	67%	70%	48%	68%	91%	57%	70%	43%	81%	82%	76%	56%	
Medicare	67%	58%	68%	73%	73%	64%	60%	73%	53%	61%	93%	35%	67%	64%	76%	75%	68%	61%	
Child health	65%	62%	61%	69%	68%	65%	60%	69%	72%	59%	69%	70%	57%	74%	67%	64%	61%	67%	
Child abuse prevention	53%	47%	53%	58%	53%	53%	46%	58%	46%	49%	67%	42%	48%	48%	61%	60%	58%	45%	
Homeland security	36%	33%	34%	38%	36%	40%	31%	40%	41%	34%	35%	35%	30%	45%	38%	45%	42%	26%	
After-school programs	28%	26%	28%	32%	27%	30%	21%	34%	24%	27%	36%	10%	24%	32%	35%	31%	29%	27%	
Pre-kindergarten educ	27%	26%	26%	20%	34%	29%	22%	30%	29%	23%	31%	20%	23%	34%	29%	22%	24%	32%	
Head Start	26%	22%	29%	28%	23%	31%	20%	31%	27%	24%	30%	7%	24%	38%	28%	25%	22%	29%	
Iraq	24%	28%	20%	25%	27%	19%	25%	24%	33%	24%	15%	35%	22%	32%	20%	21%	16%	31%	
The economy and jobs	100%	100%	99%	99%	100%	100%	99%	100%	100%	99%	100%	100%	99%	100%	100%	100%	99%	100%	
Social Security	95%	97%	94%	93%	92%	96%	92%	97%	95%	92%	100%	93%	92%	96%	97%	98%	95%	92%	
Public schools	94%	93%	90%	94%	96%	97%	92%	96%	93%	93%	97%	88%	92%	96%	96%	97%	95%	91%	
Medicare	92%	86%	87%	96%	96%	96%	90%	93%	90%	89%	100%	87%	92%	91%	94%	96%	93%	89%	
Child health	87%	86%	81%	89%	91%	89%	83%	91%	91%	84%	89%	88%	81%	93%	90%	83%	88%	90%	
Child abuse prevention	85%	88%	81%	85%	85%	88%	79%	90%	86%	84%	88%	80%	79%	89%	91%	88%	87%	83%	
Homeland security	78%	77%	79%	79%	76%	79%	78%	78%	79%	78%	76%	88%	75%	74%	80%	81%	80%	74%	
After-school programs	77%	82%	75%	72%	75%	81%	73%	80%	86%	72%	78%	83%	70%	88%	77%	79%	78%	75%	
Head Start	68%	67%	69%	74%	64%	69%	62%	73%	67%	65%	77%	52%	65%	76%	72%	64%	69%	71%	
Pre-kindergarten educ	72%	72%	68%	66%	71%	83%	67%	76%	78%	66%	75%	73%	65%	81%	73%	69%	72%	73%	
Iraq	60%	67%	60%	52%	65%	51%	65%	56%	62%	60%	55%	70%	63%	58%	55%	53%	54%	67%	

Q21-Q23. (Summary Table) Likelihood to vote for a candidate who addresses various issues

Banner 2

	SEX & EDUCATION				PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME				
	*****HS*****		***COLL***		*CHILD <18*		LIB	MOD	CON	***LIB***		**MOD/CON**		<\$35K	\$35-50K	\$50-75K	\$75K+	
	MEN	WOMEN	MEN	WOMEN	YES	NO				MEN	WOMEN	MEN	WOMEN					
TOTAL	625	92	98	179	255	158	467	329	193	96	138	191	130	159	124	132	114	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The economy and jobs	86%	88%	96%	81%	85%	80%	88%	82%	92%	89%	81%	83%	86%	95%	91%	84%	82%	86%
Public schools	78%	71%	80%	68%	86%	79%	77%	80%	83%	58%	70%	87%	68%	81%	85%	77%	78%	78%
Social Security	69%	78%	86%	61%	64%	44%	77%	65%	74%	71%	70%	62%	65%	79%	89%	73%	59%	57%
Medicare	67%	73%	78%	53%	71%	44%	75%	67%	69%	62%	64%	70%	57%	75%	83%	71%	47%	64%
Child health	65%	62%	66%	58%	70%	64%	65%	70%	64%	53%	64%	74%	55%	65%	69%	71%	57%	64%
Child abuse prevention	53%	53%	66%	42%	54%	44%	55%	55%	50%	48%	49%	60%	44%	54%	73%	55%	46%	44%
Homeland security	36%	40%	50%	26%	36%	41%	34%	27%	48%	45%	24%	29%	39%	53%	37%	34%	37%	38%
After-school programs	28%	23%	38%	20%	33%	22%	31%	35%	21%	24%	25%	42%	18%	25%	42%	27%	19%	31%
Pre-kindergarten educ	27%	21%	22%	23%	33%	25%	27%	34%	20%	17%	29%	38%	15%	21%	25%	30%	20%	31%
Head Start	26%	25%	24%	17%	34%	27%	26%	33%	18%	21%	20%	43%	20%	18%	33%	25%	14%	31%
Iraq	24%	21%	21%	27%	24%	27%	23%	30%	18%	16%	28%	31%	21%	14%	27%	22%	18%	29%
The economy and jobs	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%	99%	100%	99%	100%	100%	99%	100%	100%
Social Security	95%	97%	100%	89%	95%	92%	96%	95%	94%	94%	94%	96%	90%	97%	99%	96%	95%	93%
Public schools	94%	98%	96%	88%	96%	92%	95%	97%	95%	83%	94%	98%	89%	92%	98%	93%	98%	92%
Medicare	92%	96%	96%	88%	92%	89%	93%	96%	87%	90%	97%	95%	84%	91%	99%	93%	89%	89%
Child health	87%	82%	85%	83%	93%	91%	86%	92%	87%	74%	91%	93%	75%	89%	94%	90%	86%	81%
Child abuse prevention	85%	82%	94%	78%	89%	88%	85%	84%	87%	88%	80%	87%	78%	94%	96%	88%	85%	78%
Homeland security	78%	78%	84%	77%	76%	82%	76%	75%	81%	82%	78%	73%	78%	85%	83%	80%	80%	72%
After-school programs	77%	77%	82%	71%	80%	85%	75%	82%	75%	69%	80%	83%	67%	77%	96%	78%	74%	73%
Head Start	68%	60%	67%	63%	76%	70%	68%	77%	65%	50%	72%	80%	52%	67%	76%	67%	59%	70%
Pre-kindergarten educ	72%	67%	71%	66%	77%	74%	71%	78%	74%	49%	77%	79%	56%	73%	76%	73%	74%	70%
Iraq	60%	59%	47%	68%	59%	62%	59%	61%	59%	55%	62%	61%	67%	50%	56%	57%	52%	70%

Table 7

Q21-Q23. (Summary Table) Likelihood to vote for a candidate who addresses various issues

Banner 3

	MOST IMPT ISSUE				VOTED FOR				IMPT OF KIDS			WHY VOTED		HEARD OF ECM		HOW HEARD		
	*****CHILDREN*****				EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	BEAT		YES	NO	PAPER	TV	OTH
	TOTAL	TOP	TOP 2	TOP 3								ISSUES	BUSH					
TOTAL	625	183	374	475	197	228	114	72	329	209	85	319	118	190	435	62	59	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The economy and jobs	86%	83%	84%	84%	89%	83%	81%	94%	89%	83%	82%	85%	83%	85%	86%	87%	88%	87%
Public schools	78%	89%	82%	80%	87%	72%	77%	72%	93%	68%	40%	78%	69%	75%	79%	90%	61%	74%
Social Security	69%	63%	65%	67%	62%	71%	66%	78%	78%	65%	42%	65%	71%	75%	66%	82%	76%	81%
Medicare	67%	69%	66%	67%	59%	72%	61%	76%	77%	68%	27%	62%	71%	72%	65%	81%	83%	72%
Child health	65%	73%	70%	72%	61%	68%	71%	60%	86%	49%	24%	67%	58%	68%	64%	81%	58%	70%
Child abuse prevention	53%	49%	52%	55%	54%	53%	62%	35%	72%	34%	20%	55%	46%	58%	50%	79%	56%	57%
Homeland security	36%	28%	32%	32%	40%	35%	28%	40%	38%	31%	42%	41%	31%	29%	39%	35%	29%	36%
After-school programs	28%	36%	32%	31%	33%	23%	39%	19%	46%	9%	9%	29%	29%	27%	29%	26%	17%	30%
Pre-kindergarten educ	27%	38%	33%	31%	21%	32%	37%	12%	42%	14%		27%	27%	29%	26%	23%	17%	34%
Head Start	26%	41%	30%	30%	28%	23%	35%	18%	39%	17%		20%	31%	33%	23%	40%	29%	40%
Iraq	24%	23%	24%	23%	16%	25%	32%	26%	22%	25%	28%	25%	22%	21%	26%	16%	29%	15%
The economy and jobs	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Social Security	95%	95%	95%	95%	93%	94%	98%	96%	95%	100%	81%	93%	97%	97%	94%	100%	100%	96%
Public schools	94%	99%	97%	96%	95%	93%	94%	94%	100%	94%	72%	94%	96%	91%	95%	95%	90%	85%
Medicare	92%	96%	92%	92%	90%	93%	92%	94%	96%	96%	66%	88%	97%	93%	91%	100%	95%	89%
Child health	87%	94%	93%	93%	83%	86%	97%	90%	97%	88%	48%	87%	86%	91%	86%	90%	90%	89%
Child abuse prevention	85%	86%	89%	90%	86%	85%	92%	76%	96%	84%	48%	85%	86%	90%	83%	95%	83%	98%
Homeland security	78%	78%	79%	79%	87%	77%	65%	79%	80%	75%	75%	75%	75%	76%	78%	77%	78%	77%
After-school programs	77%	86%	82%	82%	74%	76%	90%	75%	90%	71%	42%	77%	77%	87%	73%	90%	83%	92%
Head Start	68%	86%	76%	73%	68%	67%	80%	58%	86%	65%	11%	65%	65%	77%	65%	85%	73%	74%
Pre-kindergarten educ	72%	87%	79%	77%	71%	73%	79%	58%	89%	66%	20%	71%	63%	79%	69%	89%	78%	77%
Iraq	60%	52%	57%	55%	58%	62%	59%	57%	60%	51%	76%	56%	64%	57%	61%	58%	56%	45%

Table 8

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

## Q24-Q27. (Series) Support for proposals.

## Banner 1

	REGION						SEX		AGE			SEX & AGE				EDUCATION		
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	***MEN*** <55	***MEN*** 55+	***WOMEN*** <55	***WOMEN*** 55+	HS OR LESS	SOME COLL	COLL GRAD
TOTAL	625 100%	137 100%	121 100%	122 100%	137 100%	108 100%	272 100%	353 100%	162 100%	306 100%	157 100%	60 100%	212 100%	102 100%	251 100%	190 100%	153 100%	281 100%
Q24. PRE-K EXPANSION																		
Strongly favor	25%	27%	23%	21%	24%	28%	19%	29%	35%	20%	24%	27%	17%	39%	24%	18%	21%	31%
Somewhat favor	42%	34%	34%	48%	49%	47%	44%	41%	38%	44%	43%	45%	44%	34%	44%	45%	42%	41%
Somewhat oppose	24%	28%	31%	23%	19%	18%	25%	23%	22%	27%	20%	23%	25%	21%	24%	23%	27%	22%
Strongly oppose	7%	7%	10%	5%	6%	6%	9%	5%	5%	7%	9%	5%	10%	5%	6%	10%	7%	5%
(Don't Know)	2%	3%	2%	2%	2%	1%	3%	2%	1%	2%	4%		3%	1%	2%	4%	2%	1%
TOTAL FAVOR	67%	61%	57%	70%	73%	75%	64%	70%	73%	64%	66%	72%	61%	74%	68%	63%	63%	72%
TOTAL OPPOSE	31%	36%	40%	28%	25%	24%	34%	28%	27%	34%	29%	28%	35%	25%	29%	33%	35%	27%
Q25. EXPAND AFTER-SCHOOL																		
Strongly favor	40%	39%	38%	46%	40%	39%	30%	49%	48%	35%	43%	25%	31%	62%	43%	37%	40%	43%
Somewhat favor	41%	43%	41%	35%	42%	44%	40%	41%	35%	49%	32%	43%	40%	29%	46%	40%	43%	41%
Somewhat oppose	15%	15%	18%	15%	16%	11%	24%	9%	17%	13%	17%	30%	22%	9%	9%	17%	14%	14%
Strongly oppose	3%	2%	2%	3%	1%	6%	5%	1%	1%	3%	5%	2%	6%	1%	1%	5%	2%	2%
(Don't Know)	1%			1%	1%	1%	1%	*		*	2%		1%		*	1%	1%	*
TOTAL FAVOR	81%	82%	79%	81%	82%	82%	70%	90%	83%	84%	76%	68%	71%	91%	90%	77%	83%	84%
TOTAL OPPOSE	18%	18%	21%	18%	17%	17%	29%	10%	17%	16%	22%	32%	28%	9%	10%	22%	16%	16%
Q26. UNIVERSAL CHILD HEALTH CARE																		
Strongly favor	78%	76%	76%	77%	79%	81%	72%	82%	78%	79%	75%	73%	71%	80%	83%	76%	78%	78%
Somewhat favor	17%	21%	18%	20%	16%	10%	21%	14%	19%	15%	22%	23%	21%	16%	14%	15%	18%	19%
Somewhat oppose	4%	2%	4%	2%	4%	8%	6%	3%	3%	5%	3%	3%	7%	3%	3%	6%	4%	3%
Strongly oppose	1%	1%	2%		1%	1%	1%	1%	1%	1%		1%	1%	*		2%		*
(Don't Know)																		
TOTAL FAVOR	95%	97%	94%	98%	95%	91%	93%	97%	96%	93%	97%	97%	92%	96%	97%	92%	96%	97%
TOTAL OPPOSE	5%	3%	6%	2%	5%	9%	7%	3%	4%	7%	3%	3%	8%	4%	3%	8%	4%	3%
Q27. CHILD ABUSE PREVENTION PROGRAM																		
Strongly favor	61%	69%	59%	58%	58%	58%	52%	67%	62%	62%	56%	42%	55%	75%	64%	57%	61%	63%
Somewhat favor	34%	26%	35%	34%	37%	38%	39%	29%	27%	35%	38%	48%	37%	15%	35%	34%	34%	33%
Somewhat oppose	5%	4%	6%	6%	4%	4%	7%	3%	10%	2%	4%	10%	6%	11%	*	7%	5%	3%
Strongly oppose	1%	1%	1%	2%			1%	*		1%	2%		2%		*	2%		1%
(Don't Know)	*			1%			*		*	*			*					*
TOTAL FAVOR	94%	94%	93%	92%	96%	96%	92%	96%	90%	97%	94%	90%	92%	89%	99%	92%	95%	96%
TOTAL OPPOSE	6%	6%	7%	7%	4%	4%	8%	4%	10%	3%	6%	10%	8%	11%	1%	8%	5%	4%

Table 8

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

## Q24-Q27. (Series) Support for proposals.

## Banner 2

	SEX & EDUCATION				PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME				
	TOTAL	*****HS*****		***COLL***		*CHILD <18*		LIB	MOD	CON	****LIB****		**MOD/CON**		<\$35K	\$35-50K	\$50-75K	\$75K+
		MEN	WOMEN	MEN	WOMEN	YES	NO				MEN	WOMEN	MEN	WOMEN				
TOTAL	625	92	98	179	255	158	467	329	193	96	138	191	130	159	124	132	114	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q24. PRE-K EXPANSION																		
Strongly favor	25%	20%	17%	20%	33%	30%	23%	32%	16%	19%	24%	38%	15%	18%	23%	26%	25%	28%
Somewhat favor	42%	41%	48%	45%	38%	37%	44%	45%	47%	27%	55%	37%	33%	46%	44%	41%	42%	41%
Somewhat oppose	24%	25%	21%	25%	24%	27%	23%	16%	28%	40%	12%	19%	38%	27%	24%	25%	22%	27%
Strongly oppose	7%	11%	9%	8%	4%	5%	7%	5%	7%	12%	7%	4%	11%	8%	5%	8%	9%	4%
(Don't Know)	2%	3%	4%	2%	1%	1%	3%	2%	3%	2%	2%	2%	3%	2%	3%		3%	1%
TOTAL FAVOR	67%	61%	65%	65%	71%	68%	67%	77%	62%	46%	79%	75%	48%	64%	68%	67%	67%	69%
TOTAL OPPOSE	31%	36%	31%	33%	27%	32%	30%	21%	35%	52%	19%	23%	48%	35%	29%	33%	31%	30%
Q25. EXPAND AFTER-SCHOOL																		
Strongly favor	40%	30%	43%	29%	51%	42%	40%	49%	35%	27%	36%	58%	25%	38%	51%	32%	35%	50%
Somewhat favor	41%	39%	41%	41%	42%	43%	40%	40%	42%	41%	43%	38%	38%	45%	36%	46%	52%	33%
Somewhat oppose	15%	21%	14%	25%	7%	14%	16%	9%	19%	27%	17%	4%	31%	14%	11%	18%	11%	15%
Strongly oppose	3%	9%	1%	3%	1%	1%	3%	2%	4%	4%	4%		6%	2%	4%	3%	2%	
(Don't Know)	1%	1%	1%	1%			1%	1%	1%	1%	1%		1%	1%				1%
TOTAL FAVOR	81%	70%	84%	70%	93%	85%	80%	89%	77%	68%	78%	96%	62%	83%	87%	78%	87%	83%
TOTAL OPPOSE	18%	29%	15%	28%	7%	15%	19%	11%	23%	31%	20%	4%	37%	16%	13%	22%	13%	16%
Q26. UNIVERSAL CHILD HEALTH CARE																		
Strongly favor	78%	80%	72%	67%	86%	80%	77%	79%	77%	75%	78%	81%	66%	85%	78%	80%	82%	76%
Somewhat favor	17%	10%	20%	27%	12%	17%	18%	16%	19%	18%	18%	14%	24%	14%	14%	18%	13%	17%
Somewhat oppose	4%	8%	5%	5%	2%	3%	5%	4%	3%	6%	4%	4%	8%	1%	7%	2%	4%	5%
Strongly oppose	1%	2%	2%	1%		1%	1%	1%	1%	1%	1%	1%	2%		1%		1%	2%
(Don't Know)																		
TOTAL FAVOR	95%	90%	93%	94%	98%	97%	94%	95%	96%	93%	96%	95%	90%	99%	92%	98%	96%	93%
TOTAL OPPOSE	5%	10%	7%	6%	2%	3%	6%	5%	4%	7%	4%	5%	10%	1%	8%	2%	4%	7%
Q27. CHILD ABUSE PREVENTION PROGRAM																		
Strongly favor	61%	57%	58%	50%	71%	66%	59%	67%	60%	41%	63%	71%	42%	63%	70%	54%	61%	66%
Somewhat favor	34%	34%	35%	42%	27%	24%	37%	28%	34%	51%	35%	24%	44%	36%	23%	44%	34%	22%
Somewhat oppose	5%	7%	7%	7%	2%	9%	3%	4%	5%	7%	2%	6%	12%	1%	6%	2%	3%	9%
Strongly oppose	1%	3%		1%	*%		1%		1%	1%			2%	1%	1%		2%	2%
(Don't Know)	*%			1%		1%			1%				1%					1%
TOTAL FAVOR	94%	90%	93%	92%	98%	90%	96%	96%	94%	92%	98%	94%	86%	99%	94%	98%	96%	88%
TOTAL OPPOSE	6%	10%	7%	7%	2%	9%	4%	4%	6%	8%	2%	6%	13%	1%	6%	2%	4%	11%

Table 8

Q24-Q27. (Series) Support for proposals.

Banner 3

TOTAL	MOST IMPT ISSUE *****CHILDREN*****			VOTED FOR				IMPT OF KIDS			WHY VOTED		HEARD OF ECM		HOW HEARD			
	TOP	TOP 2	TOP 3	EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	ISSUES	BEAT BUSH	YES	NO	PAPER	TV	OTH	
TOTAL	625	183	374	475	197	228	114	72	329	209	85	319	118	190	435	62	59	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q24. PRE-K EXPANSION																		
Strongly favor	25%	40%	30%	28%	25%	23%	32%	19%	36%	14%	6%	26%	19%	28%	23%	16%	10%	34%
Somewhat favor	42%	38%	43%	45%	43%	42%	46%	36%	43%	46%	32%	41%	35%	41%	43%	35%	59%	26%
Somewhat oppose	24%	16%	18%	19%	21%	28%	14%	33%	12%	31%	51%	21%	39%	22%	25%	39%	19%	21%
Strongly oppose	7%	4%	6%	5%	8%	5%	6%	11%	6%	7%	11%	9%	7%	6%	7%	6%	8%	13%
(Don't Know)	2%	2%	2%	2%	3%	2%	3%		3%	2%	1%	3%	1%	3%	2%	3%	3%	6%
TOTAL FAVOR	67%	78%	73%	73%	69%	65%	77%	56%	79%	61%	38%	66%	53%	69%	66%	52%	69%	60%
TOTAL OPPOSE	31%	20%	25%	25%	29%	33%	20%	44%	19%	37%	61%	30%	46%	28%	32%	45%	27%	34%
Q25. EXPAND AFTER-SCHOOL																		
Strongly favor	40%	52%	45%	44%	46%	31%	59%	29%	55%	25%	19%	43%	31%	36%	43%	37%	29%	40%
Somewhat favor	41%	40%	41%	43%	38%	52%	32%	32%	33%	55%	39%	35%	50%	43%	40%	40%	44%	30%
Somewhat oppose	15%	6%	11%	11%	12%	15%	10%	32%	10%	14%	38%	17%	18%	18%	14%	23%	25%	26%
Strongly oppose	3%	2%	2%	2%	3%	2%	7%		1%	5%	5%	4%	2%	2%	3%	2%	2%	2%
(Don't Know)	1%	1%	1%	1%	2%				*%	1%		1%		1%	1%			2%
TOTAL FAVOR	81%	92%	87%	87%	84%	83%	90%	61%	88%	80%	58%	78%	81%	79%	83%	77%	73%	70%
TOTAL OPPOSE	18%	8%	13%	13%	15%	17%	10%	39%	11%	19%	42%	21%	19%	21%	17%	23%	27%	28%
Q26. UNIVERSAL CHILD HEALTH CARE																		
Strongly favor	78%	83%	85%	85%	72%	82%	86%	72%	87%	79%	38%	81%	66%	79%	77%	84%	85%	75%
Somewhat favor	17%	13%	12%	12%	25%	11%	11%	24%	10%	17%	47%	15%	24%	17%	18%	6%	5%	15%
Somewhat oppose	4%	3%	3%	3%	3%	6%	2%	4%	2%	3%	13%	3%	9%	4%	4%	10%	10%	9%
Strongly oppose	1%	1%	1%	*%	1%	*%	1%		*%	1%	2%	1%	1%		1%			
(Don't Know)																		
TOTAL FAVOR	95%	96%	97%	97%	96%	93%	97%	96%	97%	96%	85%	96%	90%	96%	95%	90%	90%	91%
TOTAL OPPOSE	5%	4%	3%	3%	4%	7%	3%	4%	3%	4%	15%	4%	10%	4%	5%	10%	10%	9%
Q27. CHILD ABUSE PREVENTION PROGRAM																		
Strongly favor	61%	72%	68%	66%	57%	59%	77%	49%	72%	52%	39%	62%	54%	66%	58%	65%	54%	66%
Somewhat favor	34%	25%	28%	30%	37%	34%	23%	39%	26%	42%	40%	33%	38%	29%	36%	31%	36%	34%
Somewhat oppose	5%	3%	4%	4%	5%	5%	12%		2%	5%	18%	5%	6%	4%	5%	5%	8%	
Strongly oppose	1%		*%	*%	1%	2%			*%	1%	2%	*%	2%	1%	1%		2%	
(Don't Know)	*%		*%	*%		*%					1%	*%		1%				
TOTAL FAVOR	94%	97%	95%	96%	94%	93%	100%	88%	98%	94%	79%	95%	92%	95%	94%	95%	90%	100%
TOTAL OPPOSE	6%	3%	4%	4%	6%	7%		12%	2%	6%	20%	5%	8%	5%	6%	5%	10%	

Q28. How much voters want candidates to talk about children in the fall.  
 Q29. How much voters want candidates to talk about Iraq in the fall.

Banner 1

	REGION					SEX		AGE			SEX & AGE				EDUCATION			
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	****MEN**** <55	55+	***WOMEN*** <55	55+	HS OR LESS	SOME COLL	COLL GRAD
TOTAL	625	137	121	122	137	108	272	353	162	306	157	60	212	102	251	190	153	281
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q28. HOW MUCH CANDIDATES SHOULD TALK ABOUT KIDS																		
Great deal	24%	23%	21%	25%	23%	30%	19%	28%	27%	22%	26%	12%	21%	35%	25%	14%	22%	32%
Fair amount	60%	59%	54%	64%	62%	58%	60%	59%	61%	58%	61%	62%	59%	61%	59%	67%	60%	54%
Only a little	16%	18%	23%	11%	15%	11%	21%	12%	12%	19%	12%	27%	19%	4%	15%	17%	17%	14%
Not at all	*%	1%	1%				1%				1%				1%			
(Don't Know)	*%		1%			1%	*%	*%		1%				*%		1%	1%	
GREAT DEAL/FAIR AMOUNT	84%	82%	75%	89%	85%	88%	79%	88%	88%	80%	87%	73%	80%	96%	84%	82%	82%	86%
LITTLE/NOT AT ALL	16%	18%	24%	11%	15%	11%	21%	12%	12%	19%	13%	27%	19%	4%	16%	18%	17%	14%
Q29. HOW MUCH CANDIDATES SHOULD TALK ABOUT IRAQ																		
Great deal	35%	44%	41%	37%	26%	27%	32%	37%	38%	39%	24%	35%	32%	40%	36%	34%	29%	39%
Fair amount	41%	35%	31%	38%	52%	48%	43%	39%	41%	37%	48%	50%	41%	36%	41%	37%	39%	44%
Only a little	22%	20%	24%	22%	21%	22%	22%	22%	20%	22%	24%	15%	24%	23%	22%	24%	29%	17%
Not at all	1%	1%	2%		1%	3%	2%	1%		1%	3%		3%		1%	3%	2%	*%
(Don't Know)	1%		1%	3%			1%	1%	1%	1%	1%		1%	1%	1%	2%	1%	
GREAT DEAL/FAIR AMOUNT	76%	79%	73%	75%	77%	75%	75%	76%	80%	76%	72%	85%	72%	76%	76%	71%	69%	83%
LITTLE/NOT AT ALL	23%	21%	26%	22%	23%	25%	24%	23%	20%	24%	27%	15%	27%	23%	23%	27%	31%	17%

Q28. How much voters want candidates to talk about children in the fall.  
 Q29. How much voters want candidates to talk about Iraq in the fall.

Banner 2

	TOTAL	SEX & EDUCATION				PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME					
		*****HS*****	***COLL***	MEN	WOMEN	*CHILD <18*	YES	NO	LIB	MOD	CON	****LIB****	**MOD/CON**	MEN	WOMEN	MEN	WOMEN	<\$35K	\$35-50K	\$50-75K
TOTAL	625	92	98	179	255	158	467	329	193	96	138	191	130	159	124	132	114	128		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q28. HOW MUCH CANDIDATES SHOULD TALK ABOUT KIDS																				
Great deal	24%	15%	13%	21%	34%	28%	23%	33%	19%	7%	28%	36%	9%	20%	16%	23%	28%	28%		
Fair amount	60%	68%	66%	55%	56%	60%	59%	59%	58%	64%	60%	59%	59%	60%	75%	55%	51%	56%		
Only a little	16%	15%	18%	24%	9%	11%	17%	8%	22%	27%	12%	6%	31%	18%	8%	20%	21%	16%		
Not at all	*%		2%				*%		1%	1%				1%						
(Don't Know)	*%	1%			*%		*%		1%	1%			1%	1%		2%				
GREAT DEAL/FAIR AMOUNT	84%	84%	80%	76%	91%	89%	82%	92%	77%	71%	88%	94%	68%	80%	91%	79%	79%	84%		
LITTLE/NOT AT ALL	16%	15%	20%	24%	9%	11%	18%	8%	23%	28%	12%	6%	31%	19%	9%	20%	21%	16%		
Q29. HOW MUCH CANDIDATES SHOULD TALK ABOUT IRAQ																				
Great deal	35%	32%	36%	33%	38%	34%	36%	43%	26%	24%	38%	47%	25%	25%	38%	27%	39%	41%		
Fair amount	41%	37%	38%	45%	40%	40%	41%	38%	46%	42%	41%	35%	44%	45%	41%	42%	35%	38%		
Only a little	22%	25%	23%	21%	21%	26%	21%	18%	26%	29%	19%	17%	26%	28%	19%	27%	25%	22%		
Not at all	1%	4%	1%	1%	1%		2%	1%	1%	4%	1%	1%	3%	1%	2%	3%				
(Don't Know)	1%	2%	2%		*%	1%	1%	*%	2%	1%			2%	1%	1%	1%				
GREAT DEAL/FAIR AMOUNT	76%	68%	73%	78%	78%	73%	77%	81%	72%	66%	80%	82%	69%	70%	79%	69%	75%	78%		
LITTLE/NOT AT ALL	23%	29%	24%	22%	22%	26%	22%	19%	27%	33%	20%	17%	29%	29%	20%	30%	25%	22%		

Q28. How much voters want candidates to talk about children in the fall.  
 Q29. How much voters want candidates to talk about Iraq in the fall.

Banner 3

	MOST IMPT ISSUE				VOTED FOR				IMPT OF KIDS			WHY VOTED		HEARD OF ECM		HOW HEARD		
	*****CHILDREN*****											BEAT						
	TOTAL	TOP	TOP 2	TOP 3	EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	ISSUES	BUSH	YES	NO	PAPER	TV	OTH
TOTAL	625	183	374	475	197	228	114	72	329	209	85	319	118	190	435	62	59	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q28. HOW MUCH CANDIDATES SHOULD TALK ABOUT KIDS																		
Great deal	24%	33%	29%	27%	22%	21%	43%	12%	36%	13%	5%	26%	23%	19%	26%	16%	14%	23%
Fair amount	60%	56%	59%	61%	64%	60%	47%	64%	55%	74%	42%	58%	49%	59%	60%	58%	64%	62%
Only a little	16%	11%	11%	12%	13%	18%	10%	24%	8%	12%	53%	15%	26%	20%	14%	24%	20%	15%
Not at all	*%	*%	*%	*%	1%	*%			*%	*%		*%	1%	1%	*%			
(Don't Know)	*%	1%	*%	*%		1%			*%	*%		*%	1%	1%	*%	2%	2%	
GREAT DEAL/FAIR AMOUNT	84%	89%	88%	88%	87%	80%	90%	76%	91%	87%	47%	85%	72%	79%	86%	74%	78%	85%
LITTLE/NOT AT ALL	16%	11%	12%	12%	13%	19%	10%	24%	8%	13%	53%	15%	27%	21%	14%	24%	20%	15%
Q29. HOW MUCH CANDIDATES SHOULD TALK ABOUT IRAQ																		
Great deal	35%	32%	31%	31%	34%	29%	50%	36%	30%	40%	42%	38%	32%	31%	37%	26%	47%	26%
Fair amount	41%	39%	43%	42%	48%	46%	27%	25%	47%	36%	31%	36%	42%	43%	40%	50%	41%	36%
Only a little	22%	26%	24%	25%	17%	23%	21%	36%	21%	22%	27%	24%	23%	26%	20%	23%	8%	38%
Not at all	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%		2%	2%	1%	2%	2%	3%	
(Don't Know)	1%	1%	1%	1%	1%	1%		1%	1%	1%		1%	1%		1%			
GREAT DEAL/FAIR AMOUNT	76%	71%	74%	73%	82%	75%	77%	61%	77%	76%	73%	73%	75%	73%	77%	76%	88%	62%
LITTLE/NOT AT ALL	23%	28%	25%	26%	18%	25%	23%	38%	22%	23%	27%	26%	25%	27%	22%	24%	12%	38%

Q30. Heard of Every Child Matters. Q31. How Heard.

Banner 1

	REGION						SEX		AGE			SEX & AGE				EDUCATION		
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	***MEN*** <55	***MEN*** 55+	***WOMEN*** <55	***WOMEN*** 55+	HS OR LESS	SOME COLL	COLL GRAD
TOTAL	625 100%	137 100%	121 100%	122 100%	137 100%	108 100%	272 100%	353 100%	162 100%	306 100%	157 100%	60 100%	212 100%	102 100%	251 100%	190 100%	153 100%	281 100%
Q30. HEARD OF EVERY CHILD MATTERS																		
Yes	30%	31%	26%	38%	28%	29%	32%	29%	31%	33%	24%	38%	30%	27%	30%	30%	24%	35%
No	70%	69%	74%	62%	72%	71%	68%	71%	69%	67%	76%	62%	70%	73%	70%	70%	76%	65%
(Don't Know)																		
Q31. HOW HEARD																		
Newspaper/	33%	26%	35%	26%	41%	39%	22%	42%	31%	37%	24%	17%	23%	43%	41%	33%	47%	27%
Newspaper ads																		
On television	31%	21%	26%	37%	31%	42%	39%	24%	24%	32%	39%	22%	45%	25%	24%	40%	47%	20%
On the radio	15%	14%	6%	9%	28%	16%	17%	13%	25%	8%	18%	39%	9%	14%	12%	11%	11%	19%
From friends	3%	2%		2%	3%	6%	2%	3%	6%	2%		9%		4%	3%	7%	3%	
Billboards	3%			7%	3%	3%	1%	4%	2%	3%	3%		2%	4%	4%			5%
Heard a candidate mention them	2%		10%		3%		2%	2%		3%	3%		3%		3%	5%		1%
Got something in the mail	2%	2%		4%		3%	1%	3%	4%	2%		4%		4%	3%			4%
Seen at an event	2%		3%	2%		3%		3%		2%	3%				4%	2%		2%
Seen a bumpersticker/ Lawn sign	1%			4%			1%	1%	1%	3%			2%		1%	2%	3%	
Other	4%	5%	3%	4%	3%	3%	2%	5%	2%	4%	5%		3%	4%	5%	4%		5%

Q30. Heard of Every Child Matters. Q31. How Heard.

Banner 2

	SEX & EDUCATION				PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME				
	TOTAL	MEN	WOMEN	MEN	WOMEN	YES	NO	LIB	MOD	CON	MEN	WOMEN	MEN	WOMEN	<\$35K	\$35-50K	\$50-75K	\$75K+
TOTAL	625	92	98	179	255	158	467	329	193	96	138	191	130	159	124	132	114	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q30. HEARD OF EVERY CHILD MATTERS																		
Yes	30%	33%	28%	32%	30%	35%	29%	29%	27%	40%	27%	31%	38%	26%	33%	30%	25%	38%
No	70%	67%	72%	68%	70%	65%	71%	71%	73%	60%	73%	69%	62%	74%	67%	70%	75%	62%
(Don't Know)																		
Q31. HOW HEARD																		
Newspaper/	33%	40%	26%	12%	47%	29%	34%	35%	36%	21%	19%	46%	24%	36%	41%	40%	21%	31%
Newspaper ads	31%	57%	22%	30%	25%	9%	40%	31%	28%	34%	35%	29%	41%	19%	32%	35%	39%	29%
On television	15%	7%	15%	23%	12%	16%	14%	20%	6%	13%	22%	19%	14%	2%	22%	18%	4%	12%
From friends	3%	7%	7%		1%	4%	2%	3%		5%	5%	2%		5%	2%	7%		
Billboards	3%			2%	5%	2%	3%	4%		3%	3%	5%		2%	2%	7%	4%	
Heard a candidate mention them	2%	7%	4%		1%		3%	3%		3%	3%	3%	2%	5%	5%			
Got something in the mail	2%			2%	4%	4%	1%	1%	2%	5%		2%	2%	5%	5%			4%
Seen at an event	2%		4%		3%	4%	1%	1%	4%			2%		5%	2%	2%		2%
Seen a bumpersticker/Lawn sign	1%		4%	2%			1%		2%	3%			2%	2%	2%			
Other	4%	3%	4%	2%	5%	4%	4%	2%	6%	5%		3%	4%	7%	7%			6%

Q30. Heard of Every Child Matters. Q31. How Heard.

Banner 3

	MOST IMPT ISSUE				VOTED FOR				IMPT OF KIDS			WHY VOTED		HEARD OF ECM		HOW HEARD		
	TOTAL	TOP	TOP 2	TOP 3	EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	ISSUES	BEAT BUSH	YES	NO	PAPER	TV	OTH
TOTAL	625	183	374	475	197	228	114	72	329	209	85	319	118	190	435	62	59	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q30. HEARD OF EVERY CHILD MATTERS																		
Yes	30%	36%	34%	32%	23%	33%	37%	36%	31%	29%	31%	26%	34%	100%		100%	100%	100%
No	70%	64%	66%	68%	77%	67%	63%	64%	69%	71%	69%	74%	66%		100%			
(Don't Know)																		
Q31. HOW HEARD																		
Newspaper/	33%	44%	34%	34%	30%	35%	38%	23%	40%	30%	12%	32%	35%	33%		100%	46%	25%
Newspaper ads																		
On television	31%	23%	29%	28%	35%	37%	19%	27%	23%	43%	35%	27%	32%	31%		44%	100%	19%
On the radio	15%	17%	14%	14%	11%	7%	33%	15%	8%	16%	38%	21%	5%	15%		10%	10%	53%
From friends	3%	2%	3%	3%	4%	1%	5%		2%	3%	4%	2%		3%		2%	2%	9%
Billboards	3%	8%	4%	3%	4%	1%	5%		4%	2%		2%	2%	3%		3%	2%	9%
Heard a candidate mention them	2%	2%	2%	2%	2%		5%	4%	4%			2%		2%				8%
Got something in the mail	2%	3%	2%	3%	4%	1%		4%	3%		4%	4%		2%		3%	2%	8%
Seen at an event	2%	2%	2%	2%			4%		2%	2%		2%		2%		2%		6%
Seen a bumpersticker/Lawn sign	1%	2%	2%	1%	2%	1%				2%	4%		2%	1%		2%	2%	4%
Other	4%	5%	3%	3%	2%	5%		4%	4%	5%		4%	8%	4%		2%	2%	13%

Q32. Importance of Every Child Matters highlighting children's issues.

Banner 1

	REGION						SEX		AGE			SEX & AGE				EDUCATION			
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	***MEN***	55+	***WOMEN***	<55	55+	HS OR LESS	SOME COLL	COLL GRAD
TOTAL	625	137	121	122	137	108	272	353	162	306	157	60	212	102	251	190	153	281	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q32. IMPT OF ECM ACTIVITIES																			
Very important	47%	58%	50%	40%	45%	37%	37%	54%	48%	45%	48%	32%	39%	57%	53%	43%	48%	48%	
Somewhat important	41%	31%	36%	43%	46%	50%	42%	40%	43%	39%	42%	62%	36%	32%	43%	42%	41%	40%	
Not too important	11%	9%	13%	15%	9%	9%	19%	5%	8%	14%	8%	7%	22%	9%	3%	14%	8%	10%	
Not impt at all	1%	1%	1%	2%	2%	2%	2%	1%	1%	1%	1%		2%	1%	*%	2%	1%	1%	
(Don't Know)	1%	1%		1%	1%	2%	*%	1%	1%	1%	1%		*%	1%	1%		1%	1%	
TOTAL IMPORTANT	87%	89%	86%	83%	91%	87%	79%	93%	91%	84%	90%	93%	75%	89%	95%	84%	89%	88%	
TOTAL NOT IMPT	12%	10%	14%	16%	9%	11%	21%	5%	9%	15%	9%	7%	25%	10%	4%	16%	10%	11%	

Q32. Importance of Every Child Matters highlighting children's issues.

Banner 2

	SEX & EDUCATION				PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME				
	TOTAL	MEN	WOMEN	MEN	WOMEN	YES	NO	LIB	MOD	CON	MEN	WOMEN	MEN	WOMEN	<\$35K	\$35-50K	\$50-75K	\$75K+
TOTAL	625	92	98	179	255	158	467	329	193	96	138	191	130	159	124	132	114	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q32. IMPT OF ECM ACTIVITIES																		
Very important	47%	35%	50%	38%	55%	49%	46%	53%	47%	23%	45%	60%	29%	47%	52%	39%	46%	54%
Somewhat important	41%	40%	43%	43%	38%	41%	40%	38%	38%	55%	42%	36%	42%	45%	37%	52%	40%	28%
Not too important	11%	23%	6%	17%	4%	8%	12%	8%	12%	20%	12%	4%	26%	6%	9%	9%	11%	14%
Not imp't at all	1%	2%	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	3%
(Don't Know)	1%			1%	2%	1%	1%		2%	1%			1%	2%	1%	1%	1%	1%
TOTAL IMPORTANT	87%	75%	93%	81%	94%	91%	86%	92%	85%	78%	87%	95%	71%	92%	89%	90%	87%	82%
TOTAL NOT IMPT	12%	25%	7%	18%	5%	9%	13%	8%	13%	21%	13%	5%	28%	6%	10%	9%	12%	17%

Q32. Importance of Every Child Matters highlighting children's issues.

Banner 3

TOTAL	MOST IMPT ISSUE *****CHILDREN*****				VOTED FOR				IMPT OF KIDS			WHY VOTED		HEARD OF ECM		HOW HEARD		
	TOP	TOP 2	TOP 3		EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	ISSUES	BEAT BUSH	YES	NO	PAPER	TV	OTH
TOTAL	625	183	374	475	197	228	114	72	329	209	85	319	118	190	435	62	59	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q32. IMPT OF ECM ACTIVITIES																		
Very important	47%	56%	55%	53%	40%	48%	65%	33%	62%	29%	29%	49%	42%	55%	43%	45%	36%	55%
Somewhat important	41%	34%	36%	38%	50%	39%	25%	47%	31%	61%	31%	37%	42%	34%	43%	45%	54%	36%
Not too important	11%	9%	7%	8%	9%	10%	8%	18%	6%	9%	34%	13%	13%	8%	12%	8%	7%	8%
Not impt at all	1%	1%	1%	1%		2%	1%	1%		1%	6%	1%	2%	2%	1%	2%	3%	2%
(Don't Know)	1%	1%	*%	*%	1%	1%	2%		1%			1%	2%		1%			
TOTAL IMPORTANT	87%	90%	91%	91%	90%	87%	89%	81%	93%	90%	60%	86%	84%	89%	86%	90%	90%	91%
TOTAL NOT IMPT	12%	9%	8%	9%	9%	12%	9%	19%	6%	10%	40%	13%	14%	11%	13%	10%	10%	9%

Q33. Sex. Q34. Age. Q35. Employment.

Banner 1

	REGION						SEX		AGE			SEX & AGE				EDUCATION					
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	***MEN***	***WOMEN***	<55	55+	<55	55+	HS OR LESS	SOME COLL	COLL GRAD	
TOTAL	625	137	121	122	137	108	272	353	162	306	157	60	212	102	251	190	153	281			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q33. SEX																					
Male	44%	48%	50%	39%	36%	45%	100%		37%	46%	46%	100%	100%					48%	52%	36%	
Female	56%	52%	50%	61%	64%	55%		100%	63%	54%	54%			100%	100%			52%	48%	64%	
Q34. AGE																					
18-29	1%	1%		2%	1%	1%	1%	1%	4%					5%		4%		2%	1%	1%	
30-44	8%	5%	8%	8%	9%	7%	6%	9%	29%					27%		30%		5%	4%	11%	
45-54	17%	24%	10%	16%	20%	16%	15%	19%	67%					68%		66%		11%	14%	23%	
55-64	24%	23%	27%	18%	26%	25%	24%	24%		49%					31%		34%	22%	23%	26%	
65+	25%	25%	24%	32%	20%	25%	28%	23%		51%					35%		32%	25%	24%	26%	
DK/Refused	25%	21%	31%	25%	24%	26%	26%	24%			100%			34%		34%		35%	35%	13%	
Q35. EMPLOYMENT																					
Employed	63%	65%	55%	60%	68%	69%	67%	60%	83%	80%	11%	98%	58%	75%	55%	54%	51%	77%			
Unemployed	4%	5%	7%	6%	3%	1%	4%	5%	7%	5%	1%	2%	4%	10%	3%	3%	4%	6%			
Retired	24%	22%	30%	24%	23%	22%	29%	20%		6%	84%		37%		29%	33%	34%	12%			
Homemaker (Other)	8%	8%	9%	9%	7%	7%		14%	10%	9%	4%				16%	14%	10%	10%	5%		
(DK/Refused)	*%			2%			*%	*%		1%				*%	*%	1%	1%				

Table 12

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

Q33. Sex. Q34. Age. Q35. Employment.

Banner 2

	TOTAL	SEX & EDUCATION				PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME			
		*****HS*****	*****COLL*****	*****HS*****	*****COLL*****	*CHILD <18*		LIB	MOD	CON	*****LIB*****	*****MOD/CON*****	*****LIB*****	*****MOD/CON*****	<\$35K	\$35-50K	\$50-75K	>\$75K+
TOTAL	625 100%	92 100%	98 100%	179 100%	255 100%	158 100%	467 100%	329 100%	193 100%	96 100%	138 100%	191 100%	130 100%	159 100%	124 100%	132 100%	114 100%	128 100%
Q33. SEX																		
Male	44%	100%		100%		31%	48%	42%	42%	50%	100%		100%		40%	48%	52%	38%
Female	56%		100%		100%	69%	52%	58%	58%	50%		100%		60%	52%	48%	62%	
Q34. AGE																		
18-29	1%	3%	1%		1%	1%	1%	2%		1%	1%	2%	1%	1%	1%	2%	2%	
30-44	8%	4%	5%	7%	10%	16%	4%	12%	4%	1%	11%	12%	1%	5%	4%	7%	8%	
45-54	17%	8%	13%	19%	21%	53%	5%	22%	13%	11%	20%	23%	11%	14%	11%	11%	23%	
55-64	24%	26%	18%	23%	26%	28%	23%	21%	25%	33%	17%	24%	31%	25%	15%	22%	27%	
65+	25%	26%	24%	28%	22%	2%	33%	21%	30%	27%	24%	19%	31%	28%	21%	29%	25%	
DK/Refused	25%	33%	38%	23%	19%		34%	23%	27%	26%	27%	20%	26%	28%	48%	30%	15%	
Q35. EMPLOYMENT																		
Employed	63%	62%	47%	70%	65%	87%	55%	65%	61%	62%	65%	64%	68%	56%	40%	56%	71%	
Unemployed	4%	1%	4%	5%	5%	3%	5%	7%	2%		7%	7%		2%	5%	2%	6%	
Retired	24%	37%	29%	24%	17%		32%	21%	28%	25%	27%	17%	32%	24%	44%	33%	16%	
Homemaker (Other)	8%		19%		12%	9%	7%	6%	8%	12%		11%		18%	9%	9%	7%	
(DK/Refused)	*%		1%	1%			*%	*%	1%		1%			1%	2%			

Table 12

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

Q33. Sex. Q34. Age. Q35. Employment.

Banner 3

	MOST IMPT ISSUE				VOTED FOR				IMPT OF KIDS			WHY VOTED		HEARD OF ECM		HOW HEARD		
	*****CHILDREN*****				EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	ISSUES	BEAT BUSH	YES	NO	PAPER	TV	OTH
	TOTAL	TOP	TOP 2	TOP 3														
TOTAL	625	183	374	475	197	228	114	72	329	209	85	319	118	190	435	62	59	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q33. SEX																		
Male	44%	39%	40%	39%	32%	49%	46%	53%	35%	46%	68%	40%	47%	46%	43%	31%	58%	43%
Female	56%	61%	60%	61%	68%	51%	54%	47%	65%	54%	32%	60%	53%	54%	57%	69%	42%	57%
Q34. AGE																		
18-29	1%	2%	1%	1%	2%	1%	1%		1%	1%	1%	1%		1%	1%	2%	2%	2%
30-44	8%	14%	10%	9%	9%	7%	8%	7%	9%	6%	8%	9%	3%	6%	8%	6%	5%	8%
45-54	17%	23%	22%	20%	19%	15%	19%	19%	16%	16%	26%	19%	13%	21%	16%	18%	14%	25%
55-64	24%	28%	27%	27%	23%	22%	28%	22%	21%	30%	21%	19%	34%	33%	20%	35%	36%	28%
65+	25%	19%	23%	24%	22%	27%	27%	19%	23%	26%	27%	25%	22%	21%	27%	24%	19%	15%
DK/Refused	25%	14%	17%	20%	25%	28%	17%	32%	30%	21%	16%	27%	29%	20%	27%	15%	25%	23%
Q35. EMPLOYMENT																		
Employed	63%	78%	73%	69%	66%	64%	65%	56%	58%	71%	67%	62%	62%	72%	60%	73%	63%	77%
Unemployed	4%	2%	4%	4%	4%	3%	5%	8%	4%	3%	7%	6%		3%	5%	5%	7%	
Retired	24%	14%	16%	19%	24%	27%	16%	28%	29%	20%	15%	25%	31%	18%	26%	15%	25%	15%
Homemaker (Other)	8%	6%	6%	7%	7%	6%	14%	8%	8%	6%	11%	8%	8%	7%	9%	8%	5%	8%
(DK/Refused)	*%		*%	*%		1%			1%			*%			*%			

Table 13

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

Q36. Marital Status. Q37. Education. Q38. Ideology. Q39. Income.

Banner 1

	REGION					SEX		AGE			SEX & AGE				EDUCATION			
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	****MEN**** <55	55+	***WOMEN*** <55	55+	HS OR LESS	SOME COLL	COLL GRAD
TOTAL	625	137	121	122	137	108	272	353	162	306	157	60	212	102	251	190	153	281
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q36. PARENT OF CHILD <18 IN HH																		
Yes	25%	30%	17%	22%	29%	27%	18%	31%	69%	15%		57%	7%	75%	13%	16%	18%	35%
No	75%	70%	83%	78%	71%	73%	82%	69%	31%	85%	100%	43%	93%	25%	87%	84%	82%	65%
(DK/Refused)																		
Q37. EDUCATION																		
No high school	*%		1%					*%										1%
HS no grad	1%	3%	1%	2%			1%	1%	1%	1%	3%		2%	1%	1%			4%
High school graduate	27%	23%	33%	31%	26%	25%	31%	24%	20%	26%	37%	23%	33%	18%	27%	90%		
Technical/Vocational	2%	1%	2%	1%	3%	2%	1%	2%		2%	3%		1%		3%	5%		
Some college	24%	25%	26%	23%	22%	27%	29%	21%	18%	23%	34%	20%	32%	17%	23%		100%	
College graduate	35%	35%	34%	33%	39%	34%	29%	40%	51%	36%	17%	52%	23%	50%	35%			78%
Graduate/professional	10%	14%	2%	10%	11%	12%	8%	12%	11%	11%	6%	5%	8%	15%	10%			22%
(DK/Refused)	*%		1%				*%			1%			*%					
Q38. IDEOLOGY																		
Liberal	26%	29%	24%	21%	26%	29%	24%	27%	41%	18%	26%	40%	20%	42%	21%	18%	14%	37%
Somewhat liberal	27%	22%	21%	37%	28%	26%	26%	27%	30%	27%	22%	33%	25%	27%	27%	22%	31%	28%
Moderate	31%	32%	32%	27%	33%	30%	30%	31%	21%	35%	34%	12%	35%	26%	33%	35%	36%	25%
Somewhat conservative	12%	9%	17%	10%	11%	12%	13%	11%	6%	15%	11%	10%	14%	4%	14%	19%	14%	6%
Conservative	4%	4%	5%	3%	2%	3%	4%	3%	2%	4%	4%	5%	4%		4%	4%	4%	3%
(DK/Refused)	1%	3%		2%		1%	1%	1%		1%	2%		2%		1%	2%	1%	1%
TOTAL LIBERAL	53%	51%	45%	58%	54%	55%	51%	54%	71%	45%	48%	73%	44%	70%	48%	40%	46%	65%
TOTAL CONSERVATIVE	15%	14%	22%	13%	13%	15%	18%	14%	8%	19%	16%	15%	18%	4%	18%	23%	18%	9%
Q39. HH INCOME																		
Less than \$25,000	8%	4%	7%	16%	9%	5%	7%	8%	4%	6%	15%		9%	7%	9%	16%	6%	3%
\$25,000-\$34,999	12%	9%	12%	11%	15%	11%	11%	12%	8%	8%	22%	12%	11%	6%	15%	13%	22%	6%
\$35,000-\$49,999	21%	18%	24%	10%	26%	28%	23%	20%	15%	22%	25%	30%	21%	7%	25%	22%	26%	18%
\$50,000-\$74,999	18%	22%	17%	20%	9%	25%	22%	16%	23%	20%	11%	25%	21%	22%	13%	18%	22%	16%
\$75,000+	20%	28%	15%	21%	23%	14%	18%	22%	30%	22%	8%	17%	18%	38%	16%	12%	10%	32%
(Refused)	20%	19%	26%	21%	18%	18%	19%	22%	19%	22%	18%	17%	19%	21%	22%	18%	14%	25%

Table 13

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

Q36. Marital Status. Q37. Education. Q38. Ideology. Q39. Income.

Banner 2

	SEX & EDUCATION					PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME			
	TOTAL	*****HS*****		***COLL***		*CHILD <18*		LIB	MOD	CON	****LIB****		**MOD/CON**		<\$35K	\$35-50K	\$50-75K	\$75K+
		MEN	WOMEN	MEN	WOMEN	YES	NO				MEN	WOMEN	MEN	WOMEN				
TOTAL	625	92	98	179	255	158	467	329	193	96	138	191	130	159	124	132	114	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q36. PARENT OF CHILD <18 IN HH																		
Yes	25%	9%	23%	23%	34%	100%		29%	27%	12%	21%	34%	15%	28%	11%	18%	35%	40%
No	75%	91%	77%	77%	66%		100%	71%	73%	88%	79%	66%	85%	72%	89%	82%	65%	60%
(DK/Refused)																		
Q37. EDUCATION																		
No high school	*%		1%							1%								
HS no grad	1%	4%	4%			1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	
High school graduate	27%	92%	88%			18%	31%	21%	31%	43%	25%	18%	38%	31%	40%	30%	26%	17%
Technical/Vocational	2%	3%	7%			1%	2%	1%	3%		1%	1%	1%	3%	4%	1%	3%	
Some college	24%			44%	29%	18%	27%	21%	28%	28%	27%	17%	32%	25%	34%	30%	30%	12%
College graduate	35%			44%	55%	46%	31%	42%	30%	22%	38%	45%	18%	34%	15%	33%	32%	45%
Graduate/professional	10%			12%	16%	16%	8%	13%	7%	4%	8%	17%	7%	5%	6%	5%	8%	26%
(DK/Refused)																		
Q38. IDEOLOGY																		
Liberal	26%	16%	20%	28%	30%	35%	23%	49%			48%	50%			26%	20%	14%	31%
Somewhat liberal	27%	24%	19%	28%	30%	24%	28%	51%			52%	50%			30%	27%	31%	26%
Moderate	31%	35%	36%	27%	30%	33%	30%		100%				63%	70%	31%	34%	35%	30%
Somewhat conservative	12%	22%	16%	9%	9%	6%	14%			77%			28%	24%	9%	14%	17%	9%
Conservative	4%	2%	6%	6%	2%	1%	4%			23%			9%	6%	2%	5%	3%	2%
(DK/Refused)																		
TOTAL LIBERAL	53%	40%	40%	56%	60%	59%	50%	100%			100%	100%			56%	46%	45%	57%
TOTAL CONSERVATIVE	15%	24%	22%	15%	10%	8%	18%			100%			37%	30%	11%	20%	19%	11%
Q39. HH INCOME																		
Less than \$25,000	8%	12%	20%	4%	4%	6%	9%	9%	8%	5%	9%	8%	6%	8%	40%			
\$25,000-\$34,999	12%	14%	12%	9%	13%	3%	15%	12%	12%	9%	12%	13%	10%	13%	60%			
\$35,000-\$49,999	21%	25%	19%	22%	20%	15%	23%	19%	23%	27%	22%	16%	25%	25%		100%		
\$50,000-\$74,999	18%	22%	15%	22%	16%	25%	16%	16%	21%	23%	19%	13%	25%	19%			100%	
\$75,000+	20%	13%	10%	21%	27%	32%	16%	22%	20%	15%	16%	27%	19%	18%				100%
(Refused)																		

Table 13

Mason-Dixon Polling and Research

Iowa Caucus Participants

January 2004

Q36. Marital Status. Q37. Education. Q38. Ideology. Q39. Income.

Banner 3

	MOST IMPT ISSUE				VOTED FOR				IMPT OF KIDS			WHY VOTED		HEARD OF ECM		HOW HEARD		
	TOTAL	TOP	TOP 2	TOP 3	EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	ISSUES	BEAT BUSH	YES	NO	PAPER	TV	OTH
TOTAL	625	183	374	475	197	228	114	72	329	209	85	319	118	190	435	62	59	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q36. PARENT OF CHILD <18 IN HH																		
Yes	25%	38%	34%	31%	24%	22%	34%	29%	26%	22%	29%	27%	19%	29%	23%	26%	8%	30%
No	75%	62%	66%	69%	76%	78%	66%	71%	74%	78%	71%	73%	81%	71%	77%	74%	92%	70%
(DK/Refused)																		
Q37. EDUCATION																		
No high school	*%						1%								*%			
HS no grad	1%	2%	1%	1%	1%	2%	1%		1%	1%	1%	1%	3%	1%	2%	2%		
High school graduate	27%	22%	24%	25%	29%	24%	23%	36%	26%	28%	33%	27%	24%	28%	27%	27%	39%	28%
Technical/Vocational	2%	1%	2%	2%		2%	3%	3%	2%	2%	1%	2%	2%	2%	2%	2%		2%
Some college	24%	22%	22%	24%	26%	21%	28%	26%	23%	25%	27%	27%	24%	19%	27%	27%	29%	11%
College graduate	35%	35%	38%	38%	34%	43%	28%	26%	38%	33%	31%	36%	36%	36%	35%	34%	20%	42%
Graduate/professional	10%	17%	12%	10%	10%	7%	17%	8%	10%	11%	7%	7%	12%	15%	8%	8%	12%	17%
(DK/Refused)																		
Q38. IDEOLOGY																		
Liberal	26%	38%	30%	27%	21%	29%	30%	25%	27%	24%	27%	23%	30%	25%	26%	26%	12%	34%
Somewhat liberal	27%	27%	28%	27%	35%	20%	36%	14%	29%	30%	13%	26%	13%	26%	27%	29%	39%	23%
Moderate	31%	30%	30%	33%	29%	37%	18%	33%	30%	33%	31%	34%	34%	28%	32%	31%	25%	19%
Somewhat conservative	12%	4%	10%	11%	13%	9%	8%	25%	10%	10%	22%	13%	19%	14%	11%	8%	14%	15%
Conservative	4%	1%	2%	2%	2%	4%	6%	3%	3%	3%	5%	4%	3%	6%	3%	5%	8%	8%
(DK/Refused)																		
TOTAL LIBERAL	53%	65%	58%	55%	55%	49%	66%	39%	56%	54%	40%	49%	42%	51%	54%	55%	51%	57%
TOTAL CONSERVATIVE	15%	5%	12%	12%	15%	13%	14%	28%	14%	12%	27%	17%	23%	20%	13%	13%	22%	23%
Q39. HH INCOME																		
Less than \$25,000	8%	8%	6%	7%	4%	11%	8%	10%	7%	11%	5%	8%	10%	6%	9%	10%	3%	9%
\$25,000-\$34,999	12%	11%	10%	12%	8%	13%	12%	15%	11%	14%	9%	13%	13%	15%	10%	18%	19%	19%
\$35,000-\$49,999	21%	20%	21%	21%	22%	20%	21%	25%	23%	19%	19%	19%	20%	21%	21%	26%	24%	25%
\$50,000-\$74,999	18%	16%	20%	19%	19%	18%	20%	15%	17%	19%	20%	16%	19%	15%	20%	10%	19%	9%
\$75,000+	20%	23%	22%	21%	20%	21%	21%	19%	21%	17%	26%	21%	23%	26%	18%	24%	24%	23%
(Refused)																		

Banner 1

	REGION						SEX		AGE			SEX & AGE				EDUCATION			
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	***MEN***	55+	***WOMEN***	<55	55+	HS OR LESS	SOME COLL	COLL GRAD
TOTAL	625 100%	137 100%	121 100%	122 100%	137 100%	108 100%	272 100%	353 100%	162 100%	306 100%	157 100%	60 100%	212 100%	102 100%	251 100%	190 100%	153 100%	281 100%	
REGION																			
CD #1	22%	100%					24%	20%	26%	22%	18%	32%	22%	23%	19%	19%	22%	24%	
CD #2	19%		100%				22%	17%	14%	20%	24%	20%	23%	10%	20%	23%	21%	16%	
CD #3	20%			100%			17%	21%	19%	20%	19%	12%	19%	24%	20%	22%	18%	19%	
CD #4	22%				100%		18%	25%	25%	21%	21%	23%	17%	26%	24%	21%	20%	24%	
CD #5	17%					100%	18%	17%	16%	18%	18%	13%	19%	18%	16%	15%	19%	18%	
SEX																			
Men	44%	48%	50%	39%	36%	45%	100%		37%	46%	46%	100%	100%			48%	52%	36%	
Women	56%	52%	50%	61%	64%	55%		100%	63%	54%	54%			100%	100%	52%	48%	64%	
AGE																			
18-44	26%	31%	18%	25%	30%	24%	22%	29%	100%			100%		100%		17%	19%	36%	
45-64	49%	48%	51%	50%	46%	50%	51%	47%		100%			66%		66%	47%	46%	52%	
65+	25%	21%	31%	25%	24%	26%	26%	24%			100%		34%		34%	35%	35%	13%	
SEX & AGE																			
Men <55	20%	28%	25%	11%	18%	17%	46%		37%	21%		100%	31%			20%	22%	19%	
Men 55+	24%	20%	25%	28%	18%	29%	54%			25%	46%		69%			28%	29%	17%	
Women <55	30%	26%	21%	33%	38%	32%		53%	63%	28%				100%	34%	19%	20%	43%	
Women 55+	27%	26%	30%	29%	26%	22%		47%		26%	54%				66%	32%	29%	22%	
EDUCATION																			
HS or less	30%	26%	36%	34%	28%	27%	34%	28%	20%	29%	43%	23%	37%	19%	31%	100%			
Some college	24%	25%	26%	23%	22%	27%	29%	21%	18%	23%	34%	20%	32%	17%	23%		100%		
College grad+	45%	49%	36%	43%	50%	46%	37%	51%	62%	47%	23%	57%	31%	65%	46%			100%	

Banner 2

	TOTAL	SEX & EDUCATION				PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME			
		MEN	WOMEN	MEN	WOMEN	YES	NO	LIB	MOD	CON	MEN	WOMEN	MEN	WOMEN	<\$35K	\$35-50K	\$50-75K	\$75K+
TOTAL	625 100%	92 100%	98 100%	179 100%	255 100%	158 100%	467 100%	329 100%	193 100%	96 100%	138 100%	191 100%	130 100%	159 100%	124 100%	132 100%	114 100%	128 100%
REGION																		
CD #1	22%	21%	17%	26%	21%	26%	21%	21%	23%	20%	24%	19%	23%	21%	15%	19%	26%	30%
CD #2	19%	21%	26%	22%	14%	13%	21%	17%	20%	28%	20%	14%	25%	21%	19%	22%	18%	14%
CD #3	20%	15%	29%	18%	18%	17%	20%	22%	17%	17%	18%	24%	16%	18%	27%	9%	21%	20%
CD #4	22%	22%	19%	17%	27%	25%	21%	22%	23%	19%	18%	26%	19%	24%	26%	27%	11%	24%
CD #5	17%	22%	9%	16%	20%	18%	17%	18%	17%	17%	20%	17%	17%	16%	14%	23%	24%	12%
SEX																		
Men	44%	100%		100%		31%	48%	42%	42%	50%	100%		100%		40%	48%	52%	38%
Women	56%		100%		100%	69%	52%	58%	58%	50%		100%		100%	60%	52%	48%	62%
AGE																		
18-44	26%	15%	19%	26%	33%	70%	11%	35%	18%	14%	32%	37%	12%	19%	16%	19%	32%	38%
45-64	49%	52%	43%	51%	49%	30%	55%	42%	55%	60%	41%	42%	62%	53%	36%	51%	53%	52%
65+	25%	33%	38%	23%	19%		34%	23%	27%	26%	27%	20%	26%	28%	48%	30%	15%	10%
SEX & AGE																		
Men <55	20%	41%		49%		31%	16%	21%	16%	27%	49%		43%		14%	22%	26%	20%
Men 55+	24%	59%		51%		31%	31%	21%	27%	23%	51%		57%		27%	26%	25%	18%
Women <55	30%		38%		59%	67%	17%	35%	27%	20%		61%		45%	18%	19%	33%	48%
Women 55+	27%		62%		41%	2%	35%	23%	31%	30%		39%		55%	42%	33%	15%	14%
EDUCATION																		
HS or less	30%	100%	100%			20%	34%	23%	35%	46%	27%	20%	42%	36%	45%	32%	31%	17%
Some college	24%			44%	29%	18%	27%	21%	28%	28%	27%	17%	32%	25%	34%	30%	30%	12%
College grad+	45%			56%	71%	63%	39%	56%	36%	26%	46%	62%	25%	39%	20%	38%	39%	71%

Banner 3

	MOST IMPT ISSUE				VOTED FOR				IMPT OF KIDS			WHY VOTED		HEARD OF ECM		HOW HEARD		
	TOTAL	TOP	TOP 2	TOP 3	EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	ISSUES	BEAT BUSH	YES	NO	PAPER	TV	OTH
TOTAL	625 100%	183 100%	374 100%	475 100%	197 100%	228 100%	114 100%	72 100%	329 100%	209 100%	85 100%	319 100%	118 100%	190 100%	435 100%	62 100%	59 100%	53 100%
REGION																		
CD #1	22%	16%	21%	22%	15%	23%	29%	26%	22%	20%	27%	26%	16%	23%	22%	18%	15%	17%
CD #2	19%	9%	15%	18%	20%	16%	20%	24%	19%	16%	27%	19%	21%	16%	21%	18%	14%	13%
CD #3	20%	26%	21%	21%	23%	22%	11%	14%	19%	22%	14%	19%	19%	24%	17%	19%	29%	25%
CD #4	22%	27%	23%	22%	21%	23%	23%	19%	22%	23%	20%	19%	25%	21%	23%	26%	20%	25%
CD #5	17%	22%	19%	17%	20%	16%	17%	17%	17%	20%	12%	16%	18%	16%	18%	19%	22%	21%
SEX																		
Men	44%	39%	40%	39%	32%	49%	46%	53%	35%	46%	68%	40%	47%	46%	43%	31%	58%	43%
Women	56%	61%	60%	61%	68%	51%	54%	47%	65%	54%	32%	60%	53%	54%	57%	69%	42%	57%
AGE																		
18-44	26%	39%	33%	29%	29%	23%	28%	26%	26%	23%	35%	29%	15%	27%	26%	26%	20%	34%
45-64	49%	47%	50%	50%	46%	49%	55%	42%	44%	56%	48%	44%	56%	53%	47%	60%	54%	43%
65+	25%	14%	17%	20%	25%	28%	17%	32%	30%	21%	16%	27%	29%	20%	27%	15%	25%	23%
SEX & AGE																		
Men <55	20%	22%	22%	20%	15%	19%	26%	26%	13%	21%	44%	16%	21%	25%	18%	11%	19%	32%
Men 55+	24%	17%	18%	19%	17%	30%	20%	26%	22%	25%	25%	24%	26%	21%	25%	19%	39%	11%
Women <55	30%	45%	38%	36%	38%	27%	30%	22%	33%	32%	13%	32%	28%	34%	28%	50%	37%	30%
Women 55+	27%	16%	22%	25%	30%	25%	24%	25%	31%	22%	19%	28%	25%	20%	29%	19%	5%	26%
EDUCATION																		
HS or less	30%	26%	27%	28%	30%	28%	27%	39%	28%	32%	35%	30%	28%	30%	31%	31%	39%	30%
Some college	24%	22%	22%	24%	26%	21%	28%	26%	23%	25%	27%	27%	24%	19%	27%	27%	29%	11%
College grad+	45%	52%	50%	48%	43%	50%	45%	35%	48%	44%	38%	44%	48%	51%	42%	42%	32%	58%

Banner 1

	REGION						SEX		AGE			SEX & AGE				EDUCATION			
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	***MEN***	55+	***WOMEN***	<55	55+	HS OR LESS	SOME COLL	COLL GRAD
TOTAL	625	137	121	122	137	108	272	353	162	306	157	60	212	102	251	190	153	281	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
SEX & EDUCATION																			
HS Men	15%	14%	16%	11%	15%	19%	34%		9%	16%	19%	23%	37%				48%		
HS Women	16%	12%	21%	23%	14%	8%		28%	12%	14%	24%			19%	31%		52%		
College Men	29%	34%	33%	27%	22%	27%	66%		28%	30%	26%	77%	63%				52%	36%	
College Women	41%	39%	30%	39%	50%	46%		72%	51%	41%	31%			81%	69%		48%	64%	
CHILD <18																			
Yes	25%	30%	17%	22%	29%	27%	18%	31%	69%	15%		57%	7%	75%	13%	16%	18%	35%	
No	75%	70%	83%	78%	71%	73%	82%	69%	31%	85%	100%	43%	93%	25%	87%	84%	82%	65%	
IDEOLOGY																			
Liberal	53%	51%	45%	58%	54%	55%	51%	54%	71%	45%	48%	73%	44%	70%	48%	40%	46%	65%	
Moderate	31%	32%	32%	27%	33%	30%	30%	31%	21%	35%	34%	12%	35%	26%	33%	35%	36%	25%	
Conservative	15%	14%	22%	13%	13%	15%	18%	14%	8%	19%	16%	15%	18%	4%	18%	23%	18%	9%	
SEX & IDEOLOGY																			
Liberal Men	22%	24%	23%	20%	18%	25%	51%		27%	19%	24%	73%	44%			19%	24%	23%	
Liberal Women	31%	27%	22%	38%	36%	30%		54%	44%	26%	25%			70%	48%	21%	22%	42%	
Mod/Con Men	21%	22%	26%	17%	18%	20%	48%		10%	26%	22%	27%	54%			28%	27%	12%	
Mod/Con Women	25%	24%	28%	23%	28%	24%		45%	19%	27%	28%			30%	51%	30%	26%	22%	
INCOME																			
<\$35K	20%	13%	19%	28%	23%	16%	18%	21%	12%	15%	38%	12%	20%	13%	24%	29%	27%	9%	
\$35K-\$50K	21%	18%	24%	10%	26%	28%	23%	20%	15%	22%	25%	30%	21%	7%	25%	22%	26%	18%	
\$50K-\$75K	18%	22%	17%	20%	9%	25%	22%	16%	23%	20%	11%	25%	21%	22%	13%	18%	22%	16%	
\$75K+	20%	28%	15%	21%	23%	14%	18%	22%	30%	22%	8%	17%	18%	38%	16%	12%	10%	32%	

Banner 2

	SEX & EDUCATION					PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME			
	TOTAL	*****HS*****	*****COLL*****	MEN	WOMEN	*CHILD <18*	YES	NO	LIB	MOD	CON	***LIB***	***MOD/CON***	MEN	WOMEN	<\$35K	\$35-50K	\$50-75K
TOTAL	625	92	98	179	255	158	467	329	193	96	138	191	130	159	124	132	114	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SEX & EDUCATION																		
HS Men	15%	100%				5%	18%	11%	17%	23%	27%		42%		19%	17%	18%	9%
HS Women	16%		100%			15%	16%	12%	18%	23%		20%	36%		26%	14%	13%	8%
College Men	29%			100%		26%	30%	31%	25%	27%	73%		58%		20%	30%	34%	29%
College Women	41%				100%	54%	36%	46%	39%	27%		80%	64%		34%	38%	35%	54%
CHILD <18																		
Yes	25%	9%	23%	23%	34%	100%		29%	27%	12%	21%	34%	15%	28%	11%	18%	35%	40%
No	75%	91%	77%	77%	66%		100%	71%	73%	88%	79%	66%	85%	72%	89%	82%	65%	60%
IDEOLOGY																		
Liberal	53%	40%	40%	56%	60%	59%	50%	100%			100%	100%			56%	46%	45%	57%
Moderate	31%	35%	36%	27%	30%	33%	30%		100%				63%	70%	31%	34%	35%	30%
Conservative	15%	24%	22%	15%	10%	8%	18%			100%			37%	30%	11%	20%	19%	11%
SEX & IDEOLOGY																		
Liberal Men	22%	40%		56%		18%	23%	42%			100%				23%	23%	23%	17%
Liberal Women	31%		40%		60%	41%	27%	58%				100%			32%	23%	22%	40%
Mod/Con Men	21%	59%		42%		13%	24%		42%	50%			100%		17%	24%	28%	20%
Mod/Con Women	25%		58%		40%	28%	25%		58%	50%				100%	26%	30%	26%	22%
INCOME																		
<\$35K	20%	26%	33%	14%	16%	9%	24%	21%	20%	15%	21%	21%	16%	20%	100%			
\$35K-\$50K	21%	25%	19%	22%	20%	15%	23%	19%	23%	27%	22%	16%	25%	25%		100%		
\$50K-\$75K	18%	22%	15%	22%	16%	25%	16%	16%	21%	23%	19%	13%	25%	19%			100%	
\$75K+	20%	13%	10%	21%	27%	32%	16%	22%	20%	15%	16%	27%	19%	18%				100%

Banner 3

TOTAL	MOST IMPT ISSUE *****CHILDREN*****			VOTED FOR				IMPT OF KIDS			WHY VOTED		HEARD OF ECM		HOW HEARD			
	TOP	TOP 2	TOP 3	EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	ISSUES	BEAT BUSH	YES	NO	PAPER	TV	OTH	
TOTAL	625	183	374	475	197	228	114	72	329	209	85	319	118	190	435	62	59	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SEX & EDUCATION																		
HS Men	15%	14%	13%	12%	12%	18%	11%	19%	12%	18%	20%	12%	18%	16%	14%	19%	29%	13%
HS Women	16%	11%	14%	16%	19%	11%	17%	19%	17%	14%	15%	18%	10%	14%	16%	11%	10%	17%
College Men	29%	25%	27%	27%	20%	31%	36%	33%	23%	29%	48%	29%	30%	30%	28%	11%	29%	30%
College Women	41%	50%	46%	45%	49%	41%	37%	28%	48%	40%	16%	42%	42%	40%	41%	58%	32%	40%
CHILD <18																		
Yes	25%	38%	34%	31%	24%	22%	34%	29%	26%	22%	29%	27%	19%	29%	23%	26%	8%	30%
No	75%	62%	66%	69%	76%	78%	66%	71%	74%	78%	71%	73%	81%	71%	77%	74%	92%	70%
IDEOLOGY																		
Liberal	53%	65%	58%	55%	55%	49%	66%	39%	56%	54%	40%	49%	42%	51%	54%	55%	51%	57%
Moderate	31%	30%	30%	33%	29%	37%	18%	33%	30%	33%	31%	34%	34%	28%	32%	31%	25%	19%
Conservative	15%	5%	12%	12%	15%	13%	14%	28%	14%	12%	27%	17%	23%	20%	13%	13%	22%	23%
SEX & IDEOLOGY																		
Liberal Men	22%	24%	23%	23%	16%	23%	34%	18%	18%	26%	28%	20%	13%	19%	23%	11%	22%	23%
Liberal Women	31%	41%	35%	32%	39%	26%	32%	21%	37%	28%	12%	28%	30%	31%	30%	44%	29%	34%
Mod/Con Men	21%	15%	17%	16%	15%	25%	11%	35%	16%	20%	39%	19%	35%	26%	19%	19%	34%	21%
Mod/Con Women	25%	20%	25%	29%	29%	25%	21%	26%	27%	25%	19%	31%	22%	22%	27%	24%	14%	21%
INCOME																		
<\$35K	20%	19%	16%	20%	12%	24%	20%	25%	18%	26%	14%	22%	23%	22%	19%	27%	22%	28%
\$35K-\$50K	21%	20%	21%	21%	22%	20%	21%	25%	23%	19%	19%	19%	20%	21%	21%	26%	24%	25%
\$50K-\$75K	18%	16%	20%	19%	19%	18%	20%	15%	17%	19%	20%	16%	19%	15%	20%	10%	19%	9%
\$75K+	20%	23%	22%	21%	20%	21%	21%	19%	21%	17%	26%	21%	23%	26%	18%	24%	24%	23%

Banner 1

	REGION						SEX		AGE			SEX & AGE				EDUCATION		
	TOTAL	CD #1	CD #2	CD #3	CD #4	CD #5	MEN	WOMEN	18-44	45-64	65+	***MEN***	55+	***WOMEN***	<55	55+	HS OR LESS	SOME COLL
TOTAL	625	137	121	122	137	108	272	353	162	306	157	60	212	102	251	190	153	281
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MOST IMPT ISSUE																		
Most	29%	22%	13%	39%	36%	38%	26%	32%	44%	28%	17%	28%	25%	53%	23%	25%	26%	34%
Top 2	60%	58%	47%	66%	64%	65%	55%	64%	76%	61%	41%	60%	53%	85%	55%	54%	55%	67%
Top 3	76%	77%	70%	80%	77%	75%	68%	82%	86%	78%	61%	73%	67%	94%	77%	70%	75%	81%
VOTED FOR																		
Kerry	32%	22%	33%	38%	30%	37%	23%	38%	36%	29%	31%	23%	23%	43%	36%	32%	34%	30%
Edwards	36%	38%	31%	42%	38%	33%	41%	33%	33%	37%	40%	33%	43%	32%	33%	34%	31%	41%
Dean	18%	24%	19%	11%	19%	18%	19%	17%	20%	21%	12%	27%	17%	16%	18%	16%	21%	18%
Gephardt	12%	14%	14%	8%	10%	11%	14%	10%	12%	10%	15%	17%	13%	9%	10%	15%	12%	9%
IMPORTANCE OF KIDS																		
Very	53%	53%	53%	52%	53%	52%	43%	60%	52%	48%	63%	32%	46%	64%	59%	49%	50%	56%
Somewhat	33%	30%	27%	38%	35%	38%	36%	32%	30%	38%	28%	37%	35%	25%	34%	35%	34%	32%
Not	14%	17%	19%	10%	12%	9%	21%	8%	19%	13%	9%	32%	18%	11%	6%	16%	15%	11%
WHY VOTED																		
Agree on issues	51%	61%	50%	51%	45%	47%	47%	54%	57%	45%	55%	53%	46%	60%	51%	50%	56%	49%
Beat Bush	19%	14%	21%	19%	22%	19%	21%	18%	11%	22%	22%	8%	24%	13%	20%	17%	18%	20%
HEARD OF ECM																		
Yes	30%	31%	26%	38%	28%	29%	32%	29%	31%	33%	24%	38%	30%	27%	30%	30%	24%	35%
No	70%	69%	74%	62%	72%	71%	68%	71%	69%	67%	76%	62%	70%	73%	70%	70%	76%	65%
HOW HEARD																		
Newspaper	10%	8%	9%	10%	12%	11%	7%	12%	10%	12%	6%	7%	7%	12%	12%	10%	11%	9%
TV	9%	7%	7%	14%	9%	12%	12%	7%	7%	10%	10%	8%	14%	7%	7%	12%	11%	7%
Other	8%	7%	6%	11%	9%	10%	8%	8%	11%	8%	8%	18%	6%	7%	9%	8%	4%	11%

Banner 2

	SEX & EDUCATION					PARENT		IDEOLOGY			SEX & IDEOLOGY				INCOME			
	TOTAL	*****HS*****		***COLL***		*CHILD <18*		LIB	MOD	CON	****LIB****		**MOD/CON**		<\$35K	\$35-50K	\$50-75K	\$75K+
		MEN	WOMEN	MEN	WOMEN	YES	NO				MEN	WOMEN	MEN	WOMEN				
TOTAL	625	92	98	179	255	158	467	329	193	96	138	191	130	159	124	132	114	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MOST IMPT ISSUE																		
Most	29%	28%	21%	25%	36%	44%	24%	36%	28%	10%	32%	39%	21%	23%	28%	28%	26%	34%
Top 2	60%	53%	54%	56%	67%	81%	53%	66%	58%	46%	62%	69%	48%	58%	48%	60%	66%	63%
Top 3	76%	63%	77%	71%	84%	92%	70%	79%	81%	60%	78%	80%	59%	86%	75%	74%	80%	80%
VOTED FOR																		
Kerry	32%	25%	38%	22%	38%	30%	32%	33%	30%	31%	23%	40%	23%	36%	19%	33%	32%	31%
Edwards	36%	43%	24%	39%	36%	32%	38%	34%	44%	30%	38%	31%	44%	35%	44%	34%	35%	38%
Dean	18%	13%	19%	23%	16%	25%	16%	23%	11%	17%	28%	19%	10%	15%	19%	18%	20%	19%
Gephardt	12%	15%	14%	13%	8%	13%	11%	9%	12%	21%	9%	8%	19%	12%	15%	14%	10%	11%
IMPORTANCE OF KIDS																		
Very	53%	41%	56%	43%	62%	54%	52%	56%	51%	47%	43%	64%	42%	56%	47%	58%	50%	55%
Somewhat	33%	40%	30%	34%	33%	30%	35%	34%	36%	27%	39%	30%	32%	33%	44%	30%	35%	28%
Not	14%	18%	13%	23%	5%	16%	13%	10%	13%	24%	17%	5%	25%	10%	10%	12%	15%	17%
WHY VOTED																		
Agree on issues	51%	41%	58%	51%	52%	54%	50%	47%	55%	55%	47%	47%	48%	62%	56%	47%	46%	52%
Beat Bush	19%	23%	12%	20%	20%	15%	20%	15%	21%	28%	11%	18%	32%	16%	22%	18%	20%	21%
HEARD OF ECM																		
Yes	30%	33%	28%	32%	30%	35%	29%	29%	27%	40%	27%	31%	38%	26%	33%	30%	25%	38%
No	70%	67%	72%	68%	70%	65%	71%	71%	73%	60%	73%	69%	62%	74%	67%	70%	75%	62%
HOW HEARD																		
Newspaper	10%	13%	7%	4%	14%	10%	10%	10%	10%	8%	5%	14%	9%	9%	14%	12%	5%	12%
TV	9%	18%	6%	9%	7%	3%	12%	9%	8%	14%	9%	9%	15%	5%	10%	11%	10%	11%
Other	8%	8%	9%	9%	8%	10%	8%	9%	5%	12%	9%	9%	8%	7%	12%	10%	4%	9%

Banner 3

	MOST IMPT ISSUE				VOTED FOR				IMPT OF KIDS			WHY VOTED		HEARD OF ECM		HOW HEARD		
	TOTAL	TOP	TOP 2	TOP 3	EDW	KERRY	DEAN	GEP	VERY	SMWT	NOT	ISSUES	BEAT BUSH	YES	NO	PAPER	TV	OTH
TOTAL	625	183	374	475	197	228	114	72	329	209	85	319	118	190	435	62	59	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
****CHILDREN****																		
MOST IMPT ISSUE																		
Most	29%	100%	49%	39%	28%	27%	34%	29%	36%	28%	6%	24%	31%	35%	27%	47%	25%	42%
Top 2	60%	100%	100%	79%	63%	57%	67%	50%	67%	62%	28%	58%	58%	66%	57%	69%	61%	66%
Top 3	76%	100%	100%	100%	74%	78%	77%	75%	82%	80%	45%	79%	69%	81%	74%	84%	73%	79%
VOTED FOR																		
Kerry	32%	31%	33%	31%	100%				31%	33%	33%	29%	23%	24%	35%	23%	27%	25%
Edwards	36%	34%	35%	37%		100%			36%	37%	39%	29%	57%	39%	35%	42%	47%	28%
Dean	18%	21%	20%	19%			100%		22%	12%	15%	23%	12%	22%	17%	26%	14%	34%
Gephardt	12%	11%	10%	11%				100%	10%	14%	11%	17%	8%	14%	11%	10%	12%	11%
IMPORTANCE OF KIDS																		
Very	53%	65%	59%	57%	51%	52%	64%	46%	100%			50%	56%	54%	52%	66%	41%	47%
Somewhat	33%	32%	35%	35%	35%	34%	23%	42%		100%		37%	26%	32%	34%	29%	44%	32%
Not	14%	3%	6%	8%	14%	14%	11%	12%			100%	13%	17%	14%	14%	5%	15%	21%
WHY VOTED																		
Agree on issues	51%	42%	49%	53%	46%	41%	63%	74%	49%	56%	48%	100%		44%	54%	44%	39%	55%
Beat Bush	19%	20%	18%	17%	14%	29%	12%	12%	20%	15%	24%		100%	21%	18%	23%	22%	11%
HEARD OF ECM																		
Yes	30%	36%	34%	32%	23%	33%	37%	36%	31%	29%	31%	26%	34%	100%		100%	100%	100%
No	70%	64%	66%	68%	77%	67%	63%	64%	69%	71%	69%	74%	66%		100%			
HOW HEARD																		
Newspaper	10%	16%	11%	11%	7%	11%	14%	8%	12%	9%	4%	8%	12%	33%		100%	46%	25%
TV	9%	8%	10%	9%	8%	12%	7%	10%	7%	12%	11%	7%	11%	31%		44%	100%	19%
Other	8%	12%	9%	9%	7%	7%	16%	8%	8%	8%	13%	9%	5%	28%		21%	17%	100%