

Policy Trumps Politics in the Choices of Voters in Democratic Primaries and Caucuses

A Study by the 2004 Elections Project
Humphrey Institute, University of Minnesota

Lawrence R. Jacobs
Director, 2004 Elections Project
Land Grant McKnight Professor
(612) 625-3384

The conventional wisdom is that voters in Democratic primaries and caucuses are preoccupied with defeating President George W. Bush. Who can beat Bush is all Democratic voters care about.

A close analysis of exit polls from nine Democratic primaries and the Iowa Caucus reveals that government policy dominated judgments about electability or who could beat Bush. In addition, Democratic voters are not fixated on the War in Iraq, as has been widely assumed. The economy and jobs along with health care and Medicare ranked much higher in the minds of voters than the War in Iraq.

John Kerry's success rests with convincing voters in the Democratic primaries and caucuses – a slice of the electorate that tends to be far more liberal than voters in November – that he shares their policy views and is electable. Although Democratic voters were split on whether they agreed with Kerry's issue positions overall, they overwhelmingly agreed that he could beat Bush and tended to support his views on the top issues of health care and Medicare, the Iraq War, and, to a lesser extent, the economy and jobs.

These findings emerge from exit polling by the National Election Pool, a consortium of five television networks and the Associated Press.

Democratic Voters Focused on Policy

Voters in all of the nine states that held Democratic primaries over the past month have consistently indicated that agreement on major issues tops defeating Bush as their primary reason for choosing a candidate. Graph 1 shows that by wide margins Democratic voters put a higher priority on issue agreement than beating Bush. In no state did voters put the defeat of Bush as their principal consideration. (Table 1 in the Appendix provides detailed information.)

Although Democratic voters placed issues over electability, they disagreed over which candidate represented their views on issues overall even as they converged on Kerry as best positioned to beat Bush. Graph 2 shows that majorities in eight of the nine primary states agreed that Kerry offered the best prospect for winning; even in South Carolina (which John Edwards won), Kerry was seen as electable as Edwards. Democratic voters,

though, split on whether Kerry or another candidate best represented their issue positions overall. (Voters in New Hampshire and Arizona did not clearly tilt toward one candidate in particular.) Put simply, voters who put the highest priority on defeating Bush latched onto Kerry; voters who were most concerned about issue agreement overall split their support among the candidates. (Table 1 in the Appendix provides detailed information.)

Worries about the Home Front Dominate Concerns about the War in Iraq

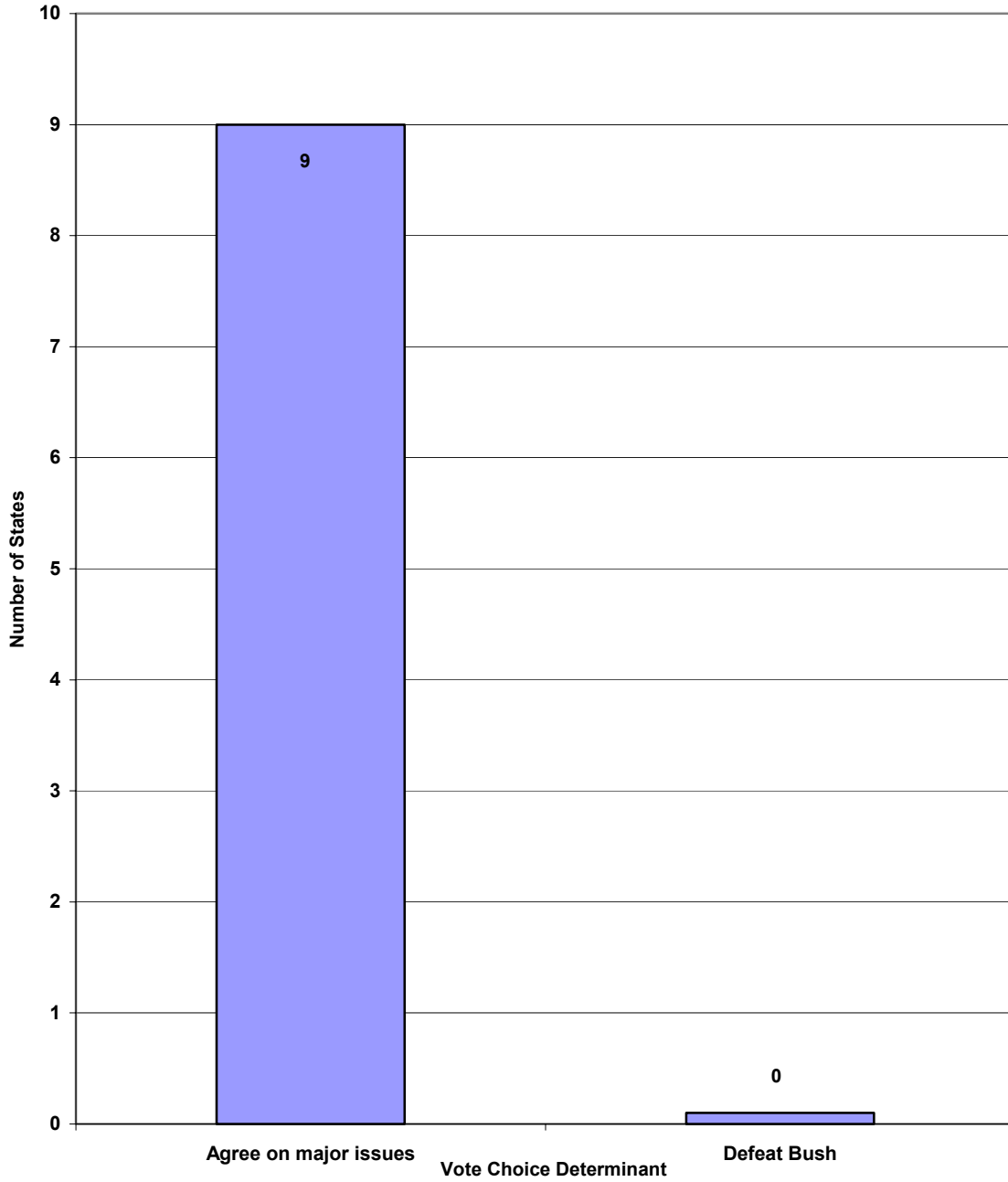
The conventional wisdom is that the War in Iraq is the most important issue in the minds of Democratic voters. Indeed, Howard Dean staked his campaign on his unstinting opposition to Iraq.

Exit polls from the nine primary states and the Iowa Caucus show, however, that voters were preoccupied with the domestic front rather than the Iraq War. Graph 3 reveals that the economy and jobs along with health care and Medicare mattered most to voters in all 10 states. (In Delaware, 35 percent ranked the economy and jobs as their first concern while 20 percent identified health care and Iraq as mattering most.) In no state did Democrats single out Iraq as mattering most in the selection of a candidate. (Table 2 in the Appendix provides detailed information.)

Although Graph 2 indicated that Democratic voters who were primarily concerned about issues were a bit divided among the candidates, John Kerry consistently drew the largest share of votes for his positions on the top three issues in the campaign – health care/Medicare, the Iraq War, and, to a lesser extent, the economy/jobs. Graph 4 indicates that Kerry's positions on the economy/jobs mattered most in eight states; his views on Iraq were preferred in seven states; and he held a narrow advantage on the economy/jobs in five states (voters did not clearly differentiate among the candidates in two states). (Table 2 in the Appendix provides detailed information.)

Acknowledgement: Eric Ostermeier made valuable contributions to collecting and assembling the exit poll data.

**Graph 1. Democratic Voters Prefer Issue Agreement
Over Defeating Bush**

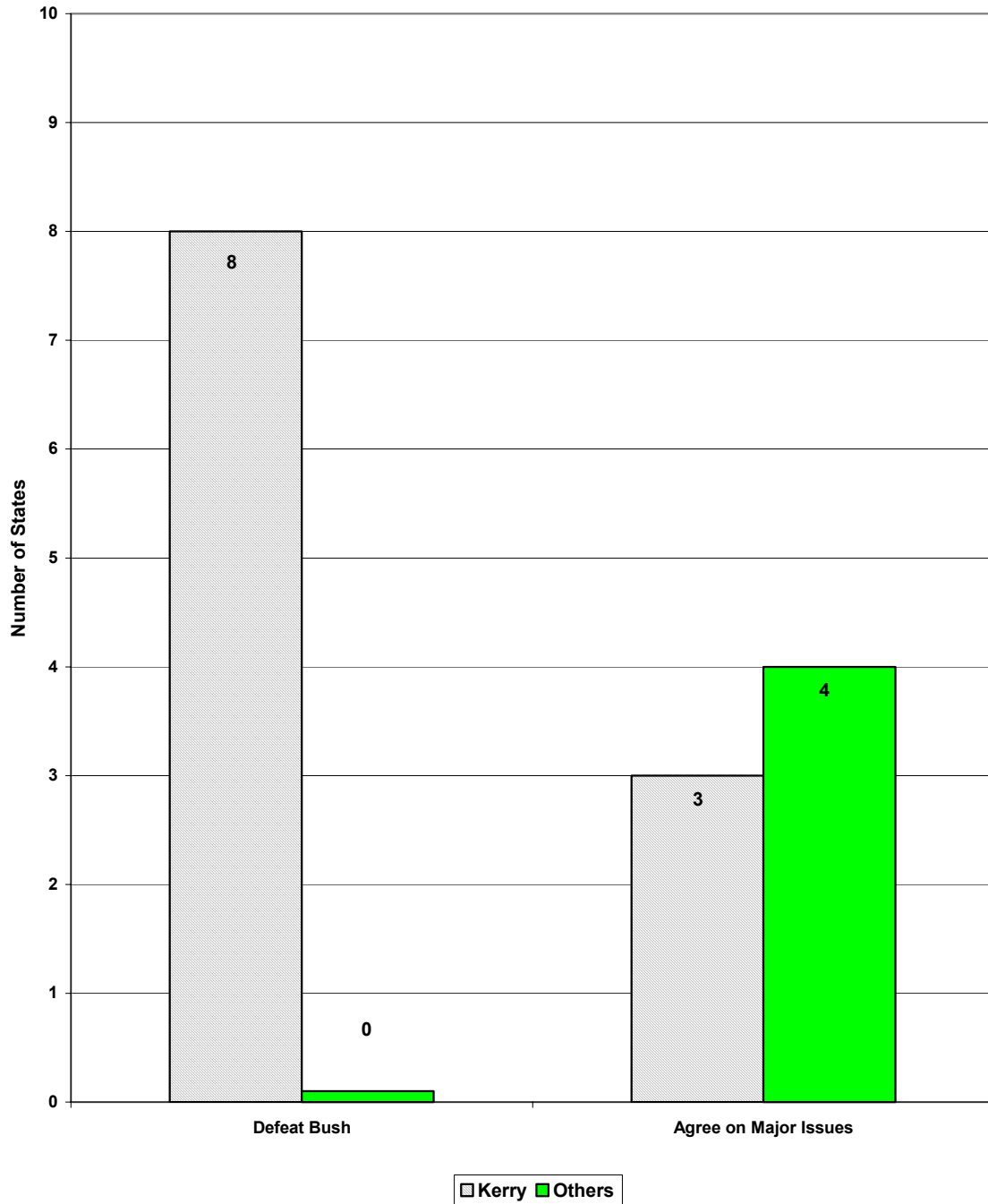


"Did you vote for your candidate today more because you think: he can defeat George W. Bush in November; he agrees with you on the major issues."

Note: indicates the number of states in which the total percentage of voters in democratic primaries and caucuses most preferred the candidate that agreed with them on major issues or could defeat President Bush.

Source: National Election Pool, a consortium of five television networks and the Associated Press.

Graph 2. Candidate Qualities that Clearly Mattered Most in Determining Vote Choice

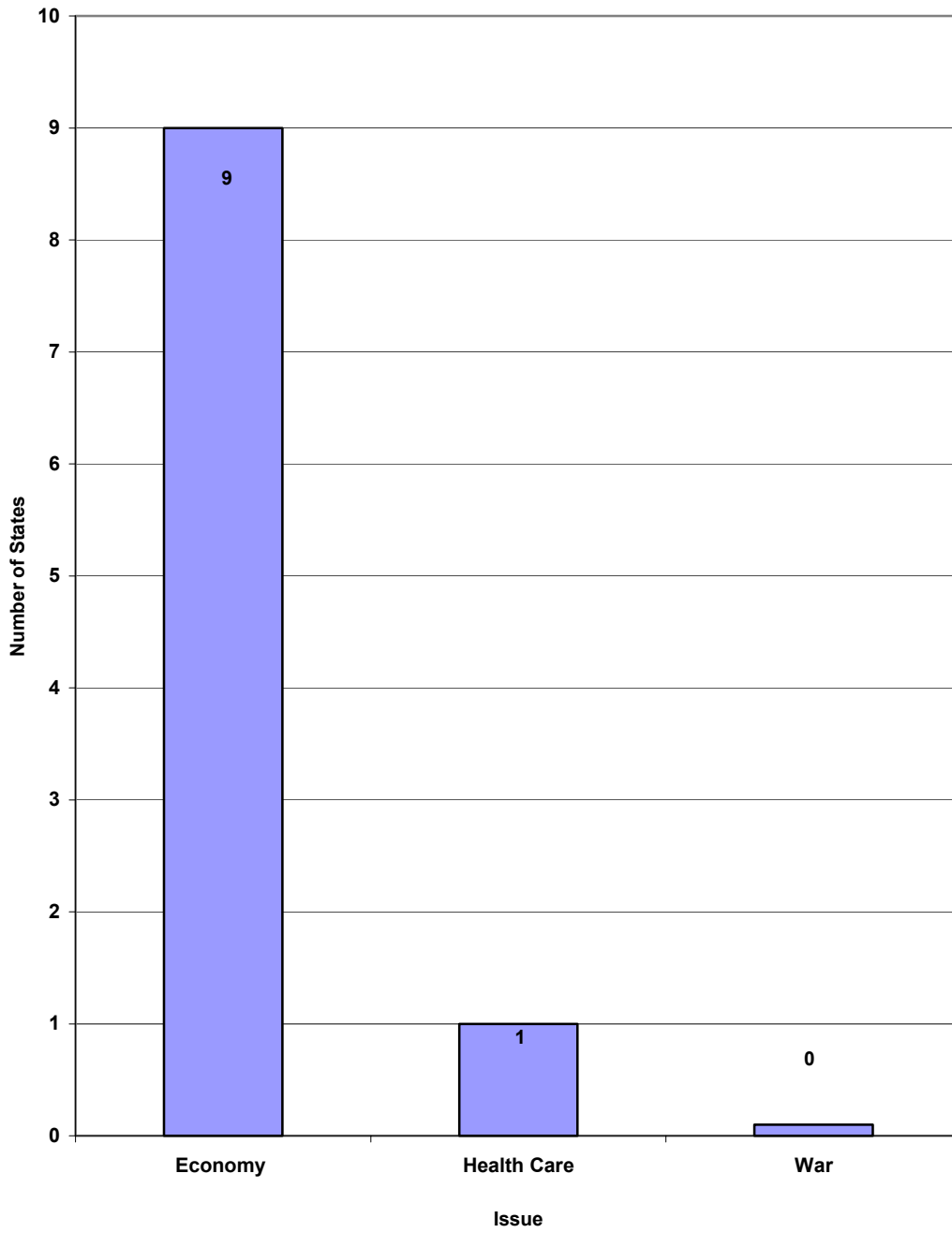


"Which one issue mattered most in deciding whom you are supporting today?"

Note: graphs indicate the number of states in which one candidate had an advantage on a particular quality of more than two percentage points in democratic primaries and caucuses.

Source: National Election Pool, a consortium of five television networks and the Associated Press.

Graph 3. Top Issues for Voters in Democratic Primaries and Caucuses

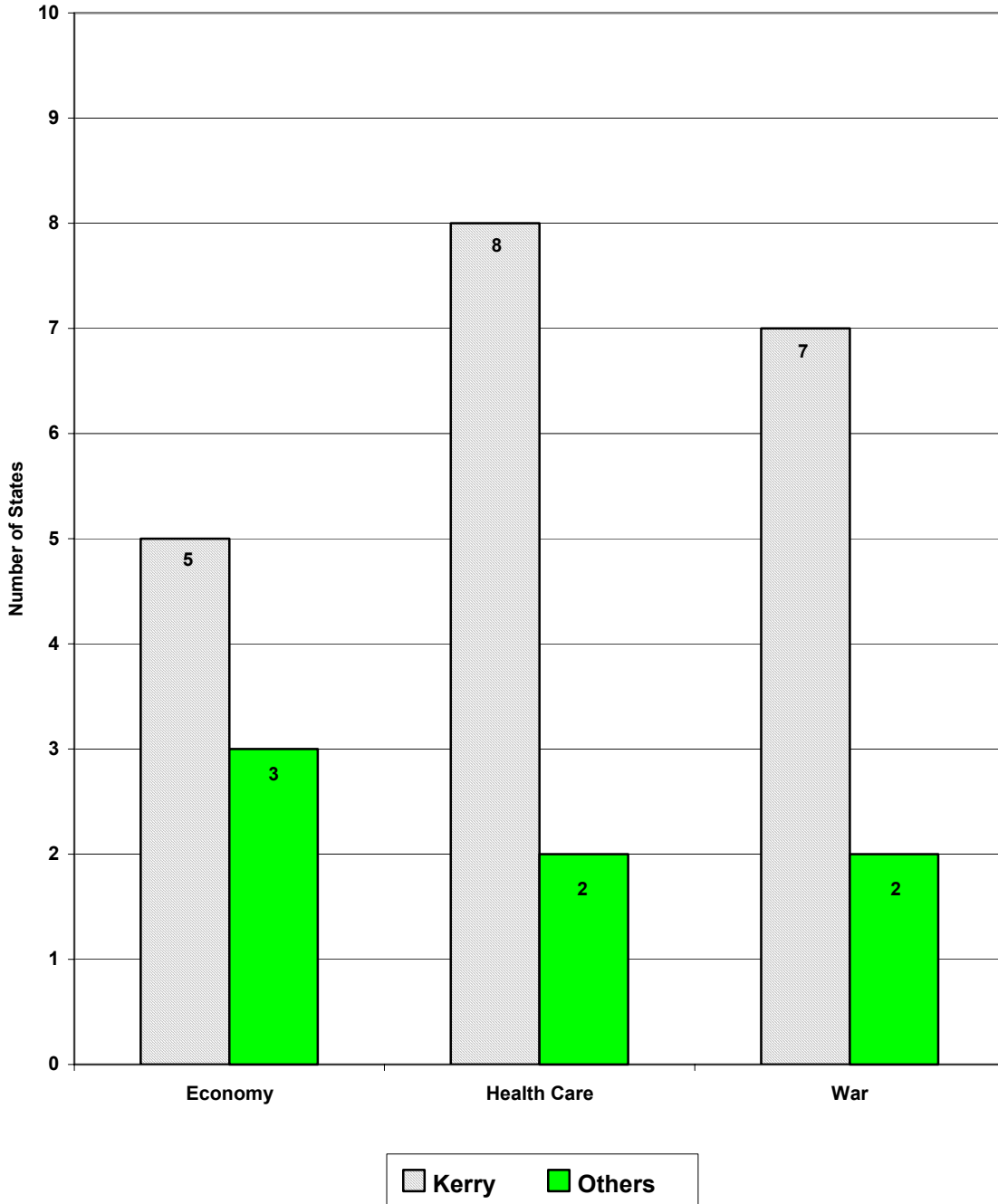


"Which one issue mattered most in deciding whom you are supporting today?"

Note: indicates the number of states in which the total percentage of voters in democratic primaries and caucuses rated the economy, health care, and the war as the issue that mattered the most in determining vote choice.

Source: National Election Pool, a consortium of five television networks and the Associated Press.

Graph 4. Issues That Clearly Mattered Most in Support of Candidates



"Which one issue mattered most in deciding whom you are supporting today?"

Note: graphs indicate the number of states in which one candidate had an advantage on an issue of more than two percentage points in democratic primaries and caucuses.

Source: National Election Pool, a consortium of five television networks and the Associated Press.

Appendix

Policy Trumps Politics in the Choices of Voters in Democratic Primaries and Caucuses

A Study by the 2004 Elections Project
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**Table 1. Issue Agreement Tops Beating Bush as the
Primary Concern of Democratic Voters**

STATE	RESPONSE	% Total	% Kerry	% Edwards	% Dean	% Clark	% Lieberman
Iowa (1/19)	Can defeat Bush	na	na	na	na	na	na
	Agree on major issues	na	na	na	na	na	na
New Hampshire (1/27)	Can defeat Bush	33	56	11	14	16	2
	Agree on major issues	57	29	14	29	12	13
Arizona (2/3)	Can defeat Bush	34	59	6	9	22	3
	Agree on major issues	58	32	7	18	30	9
Delaware (2/3)	Can defeat Bush	41	71	10	6	8	5
	Agree on major issues	54	35	12	15	11	16
Missouri (2/3)	Can defeat Bush	37	68	21	4	2	1
	Agree on major issues	52	39	29	11	6	5
Oklahoma (2/3)	Can defeat Bush	27	43	24	2	28	2
	Agree on major issues	63	19	32	5	32	9
South Carolina (2/3)	Can defeat Bush	32	42	42	4	8	1
	Agree on major issues	59	22	48	6	7	4
Tennessee (2/10)	Can defeat Bush	36	58	24	2	15	0
	Agree on major issues	54	31	34	6	21	1
Virginia (2/10)	Can defeat Bush	36	69	18	5	6	0
	Agree on major issues	56	42	28	9	12	2
Wisconsin (2/17)	Can defeat Bush	33	59	28	10	1	na
	Agree on major issues	60	29	39	23	1	na

"Did you vote for your candidate today more because you think: He can defeat George W. Bush in November; He agrees with you on the major issues."

Source: National Election Pool, a consortium of five television networks and the Associated Press.

Table 2. Issues that Mattered Most in Vote Choice

STATE	RESPONSE	% Total	% Kerry	% Edwards	% Dean	% Clark	% Lieberman
Iowa (1/19)	Economy / Jobs	29	34	33	16	1	1
	Health Care / Medicare	28	38	25	22	0	0
	War in Iraq	14	29	9	37	2	0
New Hampshire (1/27)	Economy / Jobs	22	48	17	18	10	6
	Health Care / Medicare	28	43	13	26	7	9
	War in Iraq	19	33	3	37	17	8
Arizona (2/3)	Economy / Jobs	31	44	10	12	25	6
	Health Care / Medicare	23	50	4	15	23	6
	War in Iraq	19	38	4	16	34	4
Delaware (2/3)	Economy / Jobs	35	49	14	9	8	12
	Health Care / Medicare	20	54	10	8	8	13
	War in Iraq	20	55	7	16	12	6
Missouri (2/3)	Economy / Jobs	36	56	30	6	2	2
	Health Care / Medicare	21	57	25	6	3	1
	War in Iraq	12	53	13	11	9	4
Oklahoma (2/3)	Economy / Jobs	38	27	37	4	25	4
	Health Care / Medicare	19	28	27	5	33	6
	War in Iraq	12	33	15	6	35	7
South Carolina (2/3)	Economy / Jobs	47	26	52	3	5	2
	Health Care / Medicare	20	35	43	7	4	2
	War in Iraq	10	35	24	8	18	4
Tennessee (2/10)	Economy / Jobs	37	41	35	4	15	0
	Health Care / Medicare	22	45	28	5	16	0
	War in Iraq	15	46	20	6	24	0
Virginia (2/10)	Economy / Jobs	34	49	32	5	8	1
	Health Care / Medicare	20	63	22	8	5	0
	War in Iraq	18	49	16	11	17	1
Wisconsin (2/17)	Economy / Jobs	41	35	46	14	0	na
	Health Care / Medicare	19	43	30	21	2	na
	War in Iraq	17	44	23	21	2	na

"Which ONE issue mattered most in deciding whom you are supporting today?"

Source: National Election Pool, a consortium of five television networks and the Associated Press.

Table 3. State of Family Financial Situation Compared to Four Years Ago

STATE	RESPONSE	% Total	% Kerry	% Edwards	% Dean	% Clark	% Lieberman
Iowa (1/19)	Better today	na	na	na	na	na	na
	Worse today	na	na	na	na	na	na
	About the same	na	na	na	na	na	na
New Hampshire (1/27)	Better today	21	34	13	27	9	13
	Worse today	36	41	12	27	11	6
	About the same	37	36	13	27	12	10
Arizona (2/3)	Better today	14	32	7	17	25	13
	Worse today	38	44	7	14	27	5
	About the same	42	43	6	14	28	6
Delaware (2/3)	Better today	13	42	12	10	12	18
	Worse today	40	51	13	11	8	9
	About the same	43	52	9	11	10	12
Missouri (2/3)	Better today	12	32	29	15	6	10
	Worse today	46	56	23	8	3	2
	About the same	37	50	28	7	5	3
Oklahoma (2/3)	Better today	13	16	29	5	23	19
	Worse today	48	30	28	3	34	4
	About the same	34	27	31	5	27	6
South Carolina (2/3)	Better today	10	27	39	4	14	6
	Worse today	48	31	47	4	6	1
	About the same	37	28	46	6	6	4
Tennessee (2/10)	Better today	11	35	28	6	18	3
	Worse today	46	43	30	4	20	0
	About the same	37	41	30	4	19	1
Virginia (2/10)	Better today	29	49	24	9	12	1
	Worse today	30	56	25	5	9	0
	About the same	35	51	25	7	10	2
Wisconsin (2/17)	Better today	21	30	37	23	1	na
	Worse today	39	45	32	16	1	na
	About the same	36	39	36	18	1	na

"Compared to four years ago, is your family's financial situation: better today, worse today, about the same."
 Source: National Election Pool, a consortium of five television networks and the Associated Press.

Table 4. Ideology on Political Matters

STATE	RESPONSE	% Total	% Kerry	% Edwards	% Dean	% Clark	% Lieberman
Iowa (1/19)	Very liberal	17	28	19	32	2	0
	Somewhat liberal	39	35	28	21	1	0
	Moderate	37	37	27	17	1	1
	Conservative	6	43	25	10	1	3
New Hampshire (1/27)	Very liberal	15	30	9	41	13	3
	Somewhat liberal	32	39	10	33	11	7
	Moderate	45	43	15	18	13	10
	Conservative	8	32	13	14	13	23
	Very Conservative	2	0	0	0	0	0
Arizona (2/3)	Very liberal	15	38	5	24	23	4
	Somewhat liberal	34	49	7	12	26	4
	Moderate	37	40	8	12	30	8
	Conservative	10	36	4	15	28	13
	Very Conservative	4	27	6	19	16	23
Delaware (2/3)	Very liberal	15	44	10	18	8	12
	Somewhat liberal	35	52	12	11	11	8
	Moderate	42	52	12	8	8	12
	Conservative	6	46	6	8	10	20
	Very Conservative	2	0	0	0	0	0
Missouri (2/3)	Very liberal	12	46	23	13	6	1
	Somewhat liberal	28	53	24	11	3	2
	Moderate	44	53	26	6	4	4
	Conservative	12	43	30	9	2	9
	Very Conservative	4	37	20	9	1	11
Oklahoma (2/3)	Very liberal	9	41	16	3	35	2
	Somewhat liberal	22	30	27	6	31	5
	Moderate	48	26	31	3	31	5
	Conservative	15	20	34	2	27	12
	Very Conservative	6	11	35	6	14	23
South Carolina (2/3)	Very liberal	13	34	33	9	10	0
	Somewhat liberal	26	29	46	6	8	2
	Moderate	44	29	49	4	6	3
	Conservative	11	28	45	2	6	8
	Very Conservative	6	32	47	5	4	5
Tennessee (2/10)	Very liberal	13	43	24	9	17	0
	Somewhat liberal	23	50	27	3	14	1
	Moderate	47	39	32	4	21	0
	Conservative	12	35	35	3	22	2
	Very Conservative	5	27	36	8	17	2
Virginia (2/10)	Very liberal	14	52	16	13	8	0
	Somewhat liberal	29	52	25	8	11	0
	Moderate	42	56	24	5	10	1
	Conservative	11	39	36	8	12	3
	Very Conservative	4	41	32	6	5	7
Wisconsin (2/17)	Very liberal	13	37	24	26	0	na
	Somewhat liberal	30	42	33	19	1	na
	Moderate	42	41	39	13	2	na
	Conservative	12	29	41	22	2	na
	Very Conservative	3	32	20	32	4	na

"On most political matters, do you consider yourself: very liberal, somewhat liberal, moderate, conservative."
 Source: National Election Pool, a consortium of five television networks and the Associated Press.

Table 5. Attendance of Religious Services

STATE	RESPONSE	% Total	% Kerry	% Edwards	% Dean	% Clark	% Lieberman
Iowa (1/19)	More than 1 per week	na	na	na	na	na	na
	Once per week	na	na	na	na	na	na
	A few times per month	na	na	na	na	na	na
	A few times per year	na	na	na	na	na	na
	Never	na	na	na	na	na	na
New Hampshire (1/27)	More than 1 per week	4	0	0	0	0	0
	Once per week	15	41	8	22	8	16
	A few times per month	10	43	13	22	19	2
	A few times per year	35	43	14	22	11	8
	Never	27	34	12	30	14	8
Arizona (2/3)	More than 1 per week	8	36	6	18	29	8
	Once per week	22	39	7	15	29	7
	A few times per month	13	43	6	12	26	11
	A few times per year	29	44	7	12	26	7
	Never	22	42	7	18	25	3
Delaware (2/3)	Weekly	37	54	9	6	9	11
	Occasionally	43	49	11	13	9	12
	Never	16	46	14	15	13	9
Missouri (2/3)	More than 1 per week	10	41	29	8	3	9
	Once per week	27	56	26	7	3	3
	A few times per month	15	49	25	8	5	2
	A few times per year	25	49	25	7	6	4
	Never	14	47	21	16	4	1
Oklahoma (2/3)	More than 1 per week	22	23	34	2	28	8
	Once per week	22	23	30	4	31	8
	A few times per month	11	28	31	3	28	7
	A few times per year	25	28	29	4	30	6
	Never	13	36	17	7	35	3
South Carolina (2/3)	More than 1 per week	24	28	49	3	6	3
	Once per week	31	31	46	3	7	3
	A few times per month	14	31	43	7	6	3
	A few times per year	18	26	46	7	7	3
	Never	7	34	36	10	11	1
Tennessee (2/10)	More than 1 per week	25	43	29	3	20	0
	Once per week	30	42	28	3	20	1
	A few times per month	11	35	31	8	19	0
	A few times per year	19	39	33	5	17	1
	Never	9	42	28	8	17	1
Virginia (2/10)	More than 1 per week	18	57	25	3	9	1
	Once per week	27	51	26	8	8	2
	A few times per month	15	54	26	7	7	1
	A few times per year	22	50	24	9	12	1
	Never	12	50	18	10	14	0
Wisconsin (2/17)	More than 1 per week	na	na	na	na	na	na
	Once per week	na	na	na	na	na	na
	A few times per month	na	na	na	na	na	na
	A few times per year	na	na	na	na	na	na
	Never	na	na	na	na	na	na

"How often do you attend religious services?"

Source: National Election Pool, a consortium of five television networks and the Associated Press.

Table 6. Vote Choice by Issues and Electability

STATE	RESPONSE	% Total	% Kerry	% Edwards	% Dean	% Clark	% Lieberman
Iowa (1/19)	Can defeat Bush	na	na	na	na	na	na
	Agree on major issues	na	na	na	na	na	na
New Hampshire (1/27)	Can defeat Bush	33	56	11	14	16	2
	Agree on major issues	57	29	14	29	12	13
Arizona (2/3)	Can defeat Bush	34	59	6	9	22	3
	Agree on major issues	58	32	7	18	30	9
Delaware (2/3)	Can defeat Bush	41	71	10	6	8	5
	Agree on major issues	54	35	12	15	11	16
Missouri (2/3)	Can defeat Bush	37	68	21	4	2	1
	Agree on major issues	52	39	29	11	6	5
Oklahoma (2/3)	Can defeat Bush	27	43	24	2	28	2
	Agree on major issues	63	19	32	5	32	9
South Carolina (2/3)	Can defeat Bush	32	42	42	4	8	1
	Agree on major issues	59	22	48	6	7	4
Tennessee (2/10)	Can defeat Bush	36	58	24	2	15	0
	Agree on major issues	54	31	34	6	21	1
Virginia (2/10)	Can defeat Bush	36	69	18	5	6	0
	Agree on major issues	56	42	28	9	12	2
Wisconsin (2/17)	Can defeat Bush	33	59	28	10	1	na
	Agree on major issues	60	29	39	23	1	na

"Did you vote for your candidate today more because you think: He can defeat George W. Bush in November; He agrees with you on the major issues."

Source: National Election Pool, a consortium of five television networks and the Associated Press.

Table 7. Attitude Toward U.S. Decision to Go to War with Iraq

STATE	RESPONSE	% Total	% Kerry	% Edwards	% Dean	% Clark	% Lieberman
Iowa (1/19)	Strongly approve	7	40	21	8	3	1
	Somewhat approve	17	39	33	10	1	1
	Somewhat disapprove	25	34	33	14	1	0
	Strongly disapprove	50	34	20	29	1	0
New Hampshire (1/27)	Strongly approve	10	27	15	11	10	29
	Somewhat approve	19	42	17	12	13	15
	Somewhat disapprove	22	43	15	19	16	6
	Strongly disapprove	41	40	7	36	12	3
Arizona (2/3)	Strongly approve	10	29	10	9	25	19
	Somewhat approve	14	40	4	14	29	12
	Somewhat disapprove	20	48	6	11	26	7
	Strongly disapprove	50	43	7	17	27	3
Delaware (2/3)	Strongly approve	6	39	9	5	10	33
	Somewhat approve	18	51	14	8	7	19
	Somewhat disapprove	24	52	13	9	8	12
	Strongly disapprove	48	51	10	14	11	5
Missouri (2/3)	Strongly approve	13	34	26	10	3	11
	Somewhat approve	21	50	32	8	3	5
	Somewhat disapprove	24	54	25	8	5	3
	Strongly disapprove	37	54	22	9	5	1
Oklahoma (2/3)	Strongly approve	19	16	30	2	24	19
	Somewhat approve	20	24	34	2	30	8
	Somewhat disapprove	22	28	30	5	33	2
	Strongly disapprove	33	34	25	5	31	2
South Carolina (2/3)	Strongly approve	9	22	52	3	5	10
	Somewhat approve	15	26	47	5	6	7
	Somewhat disapprove	24	30	51	4	8	1
	Strongly disapprove	48	32	41	6	8	1
Tennessee (2/10)	Strongly approve	9	25	40	5	16	4
	Somewhat approve	17	37	37	4	15	0
	Somewhat disapprove	25	38	33	4	22	0
	Strongly disapprove	43	48	23	5	19	0
Virginia (2/10)	Strongly approve	9	26	34	9	12	10
	Somewhat approve	13	50	30	8	11	0
	Somewhat disapprove	22	57	25	5	9	0
	Strongly disapprove	51	54	22	8	10	0
Wisconsin (2/17)	Strongly approve	12	26	39	26	1	na
	Somewhat approve	19	37	43	16	1	na
	Somewhat disapprove	23	41	39	15	1	na
	Strongly disapprove	43	43	28	19	1	na

"How do you feel about the U.S. decision to go to war with Iraq?"

Source: National Election Pool, a consortium of five television networks and the Associated Press.

Table 8. Condition of Nation's Economy

STATE	RESPONSE	% Total	% Kerry	% Edwards	% Dean	% Clark	% Lieberman
Iowa (1/19)	Excellent	na	na	na	na	na	na
	Good	na	na	na	na	na	na
	Not so good	na	na	na	na	na	na
	Poor	na	na	na	na	na	na
New Hampshire (1/27)	Excellent	1	0	0	0	0	0
	Good	22	35	14	17	11	18
	Not so good	51	39	13	26	13	7
	Poor	19	39	8	35	12	4
Arizona (2/3)	Excellent	1	0	0	0	0	0
	Good	15	33	7	14	26	15
	Not so good	46	45	6	14	26	7
	Poor	33	43	7	16	27	3
Delaware (2/3)	Excellent	0	0	0	0	0	0
	Good	14	42	14	8	8	22
	Not so good	50	53	10	11	10	10
	Poor	33	51	11	12	9	7
Missouri (2/3)	Excellent	1	0	0	0	0	0
	Good	17	39	28	10	3	10
	Not so good	48	49	28	8	5	3
	Poor	29	59	20	9	4	0
Oklahoma (2/3)	Excellent	1	0	0	0	0	0
	Good	18	17	32	4	22	20
	Not so good	42	27	28	3	34	5
	Poor	33	33	29	4	30	1
South Carolina (2/3)	Excellent	0	0	0	0	0	0
	Good	10	19	47	7	8	8
	Not so good	46	31	43	5	8	4
	Poor	38	32	47	5	6	0
Tennessee (2/10)	Excellent	1	0	0	0	0	0
	Good	12	29	36	7	15	2
	Not so good	49	41	29	4	21	0
	Poor	33	46	30	4	17	0
Virginia (2/10)	Excellent	na	na	na	na	na	na
	Good	na	na	na	na	na	na
	Not so good	na	na	na	na	na	na
	Poor	na	na	na	na	na	na
Wisconsin (2/17)	Excellent	1	0	0	0	0	na
	Good	16	28	40	23	1	na
	Not so good	54	41	36	17	1	na
	Poor	25	45	29	18	1	na

"Do you think the condition of the nation's economy is: excellent, good, not so good, poor."

Source: National Election Pool, a consortium of five television networks and the Associated Press.

Table 9. Issues Determining Vote Choice

STATE	RESPONSE	% Total	% Kerry	% Edwards	% Dean	% Clark	% Lieberman
Iowa (1/19)	Economy / Jobs	29	34	33	16	1	1
	Health Care / Medicare	28	38	25	22	0	0
	War in Iraq	14	29	9	37	2	0
New Hampshire (1/27)	Economy / Jobs	22	48	17	18	10	6
	Health Care / Medicare	28	43	13	26	7	9
	War in Iraq	19	33	3	37	17	8
Arizona (2/3)	Economy / Jobs	31	44	10	12	25	6
	Health Care / Medicare	23	50	4	15	23	6
	War in Iraq	19	38	4	16	34	4
Delaware (2/3)	Economy / Jobs	35	49	14	9	8	12
	Health Care / Medicare	20	54	10	8	8	13
	War in Iraq	20	55	7	16	12	6
Missouri (2/3)	Economy / Jobs	36	56	30	6	2	2
	Health Care / Medicare	21	57	25	6	3	1
	War in Iraq	12	53	13	11	9	4
Oklahoma (2/3)	Economy / Jobs	38	27	37	4	25	4
	Health Care / Medicare	19	28	27	5	33	6
	War in Iraq	12	33	15	6	35	7
South Carolina (2/3)	Economy / Jobs	47	26	52	3	5	2
	Health Care / Medicare	20	35	43	7	4	2
	War in Iraq	10	35	24	8	18	4
Tennessee (2/10)	Economy / Jobs	37	41	35	4	15	0
	Health Care / Medicare	22	45	28	5	16	0
	War in Iraq	15	46	20	6	24	0
Virginia (2/10)	Economy / Jobs	34	49	32	5	8	1
	Health Care / Medicare	20	63	22	8	5	0
	War in Iraq	18	49	16	11	17	1
Wisconsin (2/17)	Economy / Jobs	41	35	46	14	0	na
	Health Care / Medicare	19	43	30	21	2	na
	War in Iraq	17	44	23	21	2	na

"Which ONE issue mattered most in deciding whom you are supporting today?"

Source: National Election Pool, a consortium of five television networks and the Associated Press.

Table 10. Candidate Qualities Determining Vote Choice

STATE	RESPONSE	% Total	% Kerry	% Edwards	% Dean	% Clark	% Lieberman
Iowa (1/19)	Stands up for what he believes	29	26	23	31	0	0
	Cares about people like me	22	23	41	15	0	0
	Can beat George W. Bush	26	37	30	21	2	0
New Hampshire (1/27)	Stands up for what he believes	29	21	5	47	7	17
	Cares about people like me	12	37	24	22	13	3
	Can beat George W. Bush	20	62	12	10	13	4
Arizona (2/3)	Stands up for what he believes	23	25	5	28	26	10
	Cares about people like me	15	30	9	14	34	9
	Can beat George W. Bush	28	65	6	7	19	2
Delaware (2/3)	Stands up for what he believes	23	32	6	24	11	17
	Cares about people like me	15	39	13	11	7	12
	Can beat George W. Bush	28	71	11	3	9	5
Missouri (2/3)	Stands up for what he believes	22	40	18	18	4	8
	Cares about people like me	18	39	39	9	2	3
	Can beat George W. Bush	23	78	15	2	3	1
Oklahoma (2/3)	Stands up for what he believes	22	19	22	8	34	12
	Cares about people like me	22	17	42	3	31	2
	Can beat George W. Bush	19	55	21	1	21	1
South Carolina (2/3)	Stands up for what he believes	19	18	31	12	7	8
	Cares about people like me	23	19	57	4	5	1
	Can beat George W. Bush	18	58	29	3	8	0
Tennessee (2/10)	Stands up for what he believes	19	34	20	12	25	1
	Cares about people like me	20	30	42	2	18	0
	Can beat George W. Bush	26	63	22	2	12	0
Virginia (2/10)	Stands up for what he believes	20	37	19	19	12	2
	Cares about people like me	18	41	37	4	9	0
	Can beat George W. Bush	27	77	13	2	7	0
Wisconsin (2/17)	Stands up for what he believes	25	24	28	32	1	na
	Cares about people like me	19	30	47	17	1	na
	Can beat George W. Bush	23	69	21	8	2	na

"Which ONE candidate quality mattered most in deciding whom you are supporting today?"
 Source: National Election Pool, a consortium of five television networks and the Associated Press.