



For Immediate Release

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**BAY STATE POLL RESULTS:
 DNC Seen As Net Negative, But Most Don't Alter Travel**

North Andover, MA (August 1, 2004) – **Overview of Bay State Poll**

- About half (53%) of those polled felt the costs and inconveniences of having the convention outweighed the benefits. Only about a third (25%) felt the benefits outweighed the costs.
- Only 29% of those polled changed their work/travel plans due to the convention
- 41% of those polled paid more attention to this year's convention than they normally do to such events
- 42% of those polled saw the war in Iraq the most important issue in the upcoming presidential race, however 30% said jobs and the economy would be most important to them personally in casting their vote
- John Kerry was seen as much more compassionate (61% to 27%), somewhat more honest (48% to 40%), and as a slightly stronger leader (52% to 47%) than President Bush

These findings come from the Bay State Poll, a quarterly survey of Massachusetts's residents, conducted by the Center for Public Opinion Research at Merrimack College. Six hundred and one (601) randomly selected state residents over the age of eighteen were interviewed by telephone between July 18th and 28th, 2004. The margin of error for the survey is +/- 4.1%. Detailed results and methodological information are available at www.merrimack.edu/polling.

Presidential Race

In thinking about the upcoming presidential race, would you say you are paying
50 % A great deal of attention
38 % Some attention
12 % Not much attention

If the election for President of the United States were held today would you vote for
30 % George Bush
56 % John Kerry
3 % Ralph Nader
7 % Other/Don't Know/Wouldn't Vote

	Most Important Issue in the Presidential Race (%)	Most Important Issue Personally in Deciding Whom to Vote For (%)
The War in Iraq	42	24
National Security	20	20
Jobs and Economy	25	30
Reducing Deficit	2	4
Gay Marriage	2	3
Health Care	6	11
Other	1	6
Don't Know	3	2

% Saying Characteristics Describes the Candidate Extremely or Quite Well

	Bush	Kerry
Compassionate	37	61
Strong Leader	47	52
Honest	40	48

Do you approve or disapprove of how George Bush is handling his job as president?

	November 2003	February 2004	July 2004
Approve	38%	39%	34%
Disapprove	54%	54%	60%
Don't Know	8%	7%	6%

The Democratic National Convention

How much attention are you paying to the Democratic National Convention?
28 % A great deal of attention
40 % Some attention
32 % Not much attention

Compared to how much attention you normally pay to such events, is this?
41 % More attention
43 % About the same amount of attention
16 % Less attention
1 % Don't Know

	Public relations and economic benefits outweigh the costs and inconveniences	Costs and inconveniences outweigh the economic and public relations benefits	Don't Know/Not Sure
Total	35%	53%	13%
Democrats	45%	41%	14%
Republicans	18%	76%	6%

Have you personally altered your work schedule or travel plans due to worries about traffic problems or other disruptions caused by the convention?

	Statewide	Bristol, Essex, Middlesex, Norfolk, Plymouth, and Suffolk
Yes	29%	35%
No	70%	64%
Don't Know	1%	1%

STATE ISSUES

Do you approve or disapprove of how Mitt Romney is handling his job as governor?

	November 2003	February 2004	July 2004
Approve	49%	47%	48%
Disapprove	36%	37%	39%
Don't Know	15%	16%	13%

How much do you pay each year for automobile insurance?

- 22 % Less than \$1000
- 41 % \$1000 to \$2000
- 20 % Over \$2000
- 8 % Does not have automobile insurance
- 9 % Don't Know

How significant is insurance fraud in contributing to the high cost of automobile insurance?

- 40 % Very significant
- 39 % Somewhat significant
- 10 % [Volunteered In Between]
- 8 % Not very significant
- 3 % Not significant at all
- 1 % Don't Know

	Allow people the option of giving up the right to sue in return for lower rates	Replace our current regulated system with a free market system with rate established by competition among insurers
Favor	36%	64%
Oppose	49%	22%
Not Sure/Don't Know	16%	14%