

## THE BULLETIN'S FRONTRUNNER

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Presidential Campaign

### **Zogby Poll Finds Deep Divide In Ideology, Values Between Red And Blue States.**

The Washington Times (1/7, Hallow) reports, "Americans are as deeply divided over party, ideology and values as they are over the legitimacy of the presidency of George W. Bush, a new poll shows. The splits are so profound that Mr. Bush and his Democratic challenger might as well be campaigning in two different, but parallel, worlds, said John Zogby, who conducted the survey for the O'Leary Report, published by political analyst Bradley S. O'Leary. The survey also found that the most important 'gender' gap is not between male and female voters, but between married women and single women, Mr. Zogby said." The Times adds, "Among other survey findings, married voters approved of the Bush tax cuts by a margin of more than 2-to-1 -- 51 percent of married voters said the tax cuts were a good idea and 20 percent said they were a bad idea. By comparison, single voters said the tax cuts were bad by a 34 percent to 25 percent margin. ... Mr. O'Leary said the poll revealed the most meaningful divisions emerged not in the usual geographic categories of East, Midwest, West and South familiar to political strategists and the press, but in groupings he called 'precincts,' where there are concentrations of voters who share the same social and economic interests and the same values. 'Within this poll, we identified 10 very important social and economic precincts that deliver money, votes and volunteers in the presidential election and live within the blue and red states,' Mr. O'Leary said. 'We identify the issues that divide these precincts. The results demonstrate that each of these precincts split the American electorate almost evenly, or at worst between 42 [percent] and 52 percent.' ... 'We see significant demographic and ideological differences between ... blue and red states,'" Zogby said. "In red states, he noted, 62 percent of voters said Mr. Bush is the legitimate president, while 32 percent said the election was stolen from Mr. Gore."

The Christian Science Monitor (1/7, Cook) runs a transcript of Zogby's and O'Leary's comments on the red versus blue state divide. Zogby, for example, said, "What we discovered was a nation that is really two nations, split down the middle on a number of issues. A completely different way of looking at President Bush, completely different in terms of attitudes towards a number of key values in addition to issues. ..."

More Commentary On Zogby Poll.

Chris Matthews said on MSNBC's "Hardball" (1/6), "What do you make of these poll data -- reports we're getting right now from the Zogby Poll that is floating around right now -- just came out, in fact -- that shows that, among the Bush states back in 2000, only 50 percent of the people are sure to vote for President Bush, John, and 42 percent say they're looking for somebody else. That's the Bush states.

John Fund, columnist for "The Wall Street Journal," said on MSNBC's "Hardball" (1/6), "It shows we're a polarized nation. And if you look back at 2000 election, I think the margin in those states was about the same. But, remember, that's against a Democrat who has no liabilities. That's against a generic Democrat. Give them a Democrat like Howard Dean or John Kerry, anyone, they will bring their own liabilities. That margin would grow."

Ed Gillespie, chairman of the Republican National Committee, said on MSNBC's "Hardball" (1/6), "Well, the Democrats as a party are still competitive. The country is pretty evenly divided...when it comes to the Electoral College. The Electoral College is pretty evenly divided. But the fact is, there's a lot of other polling data coming out that shows the President's approval rating going up. It will go up. It will go down. The bottom line is, the country is pretty evenly divided. We're preparing for a close contest, as you know. But the fact is, when you look at the issues and where people are on national security, homeland security, economic job creation, the president is clearly -- has an advantage there."