

PRESIDENTIAL  
LEADERSHIP  
SURVEY

**Every four years, American voters weigh what they know about the candidates to choose one for the nation's top job. What qualities matter most to us as we head into the voting booth? Some of the answers can be found in this nationwide survey by Reader's Digest of potential voters who span the political spectrum—Democrats and Republicans, liberals and conservatives.**

## **SAMPLE**

This online national survey consists of 1,139 completes with adults 18 years of age or older in the contiguous U.S.A.: 552 males and 617 females. The sample consists of individuals selected from the online segment of Synovate's Consumer Opinion Panel, and is balanced to be representative of the general population based upon region, gender, age, and household income data from the U.S. Census Bureau. The selected individuals receive a customized e-mail inviting them to participate.

## **SURVEY**

Panelists are given up to 4 days to complete the online survey by connecting to a link contained in the e-mail invitation. Individuals are re-screened at the beginning of the survey to ensure that quotas are accurate. The survey itself consists of non-competing client-specific questions and a shared set of standard demographic questions. eNation provides transitions between client segments to ensure smooth survey flow. This survey was conducted between May 10-14, 2004.

- ◆ **Conviction** and **honesty** top the list as the most important qualities to consider when choosing a President.
  - They are the price of entry for any Presidential candidate as the large majority (85%+) of respondents demand them.
  - Regardless of age, income, where you live, or your political bent, these qualities are of paramount importance.
- ◆ The next level of important qualities held by about 70% of the respondents, include a variety of different personal and management attributes.
  - ✓ Good **delegator**
  - ✓ Person you **admire**
  - ✓ Hold **consistent** views through public career
  - ✓ Demonstrates genuine **humility**

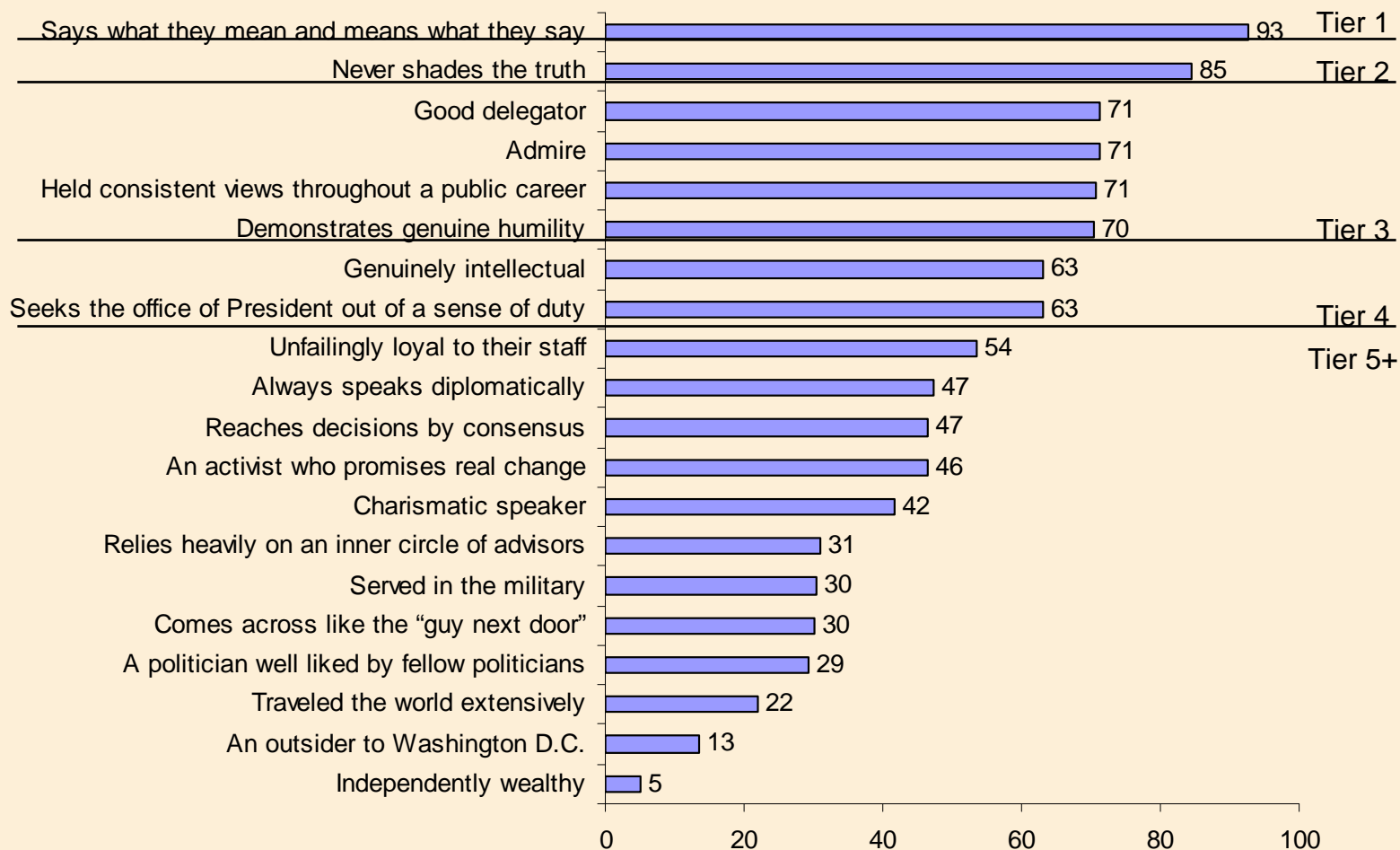
- ◆ The majority of respondents (63%) then look for an **intellectual** and one who seeks the office out of a **sense of duty**.
- ◆ **Loyalty** was the last quality that more than half of respondents indicated was important. In fact, 54% felt being unfailingly **loyal** to their staff was extremely/very important.
- ◆ On the bottom of the list of important qualities are 11 where less than half of the respondents felt they were important. Here they are in descending order of importance:
  - ↓ Speaks diplomatically
  - ↓ Reaches decisions by consensus
  - ↓ Activist who promises real change
  - ↓ Charismatic speaker
  - ↓ Relies heavily on an inner circle of advisors
  - ↓ Served in the military
  - ↓ Comes across like the “guy next door”
  - ↓ Politician well liked by fellow politicians
  - ↓ Traveled the world extensively
  - ↓ An outsider to Washington DC
  - ↓ Independently wealthy

- ◆ Self proclaimed conservatives place much more importance on **consistency** and **loyalty** than do liberals who want the president to be an **activist for real change** and an **intellectual**.
  - These political differences are quite similar when you look at likely Bush voters (conservative traits) and likely Kerry voters (liberal traits).

# Table 1: Qualities When Choosing a President:

- ◆ “Conviction” and “honesty” dominate the list of important presidential qualities.
  - “Delegation”, “admiration”, “consistency” and “humility” are the next set of important traits.

## (% Extremely/Very Important on a 5-pt scale)




# Qualities When Choosing a President by Political Party Affiliation

- ◆ Republicans place more importance than Democrats on “admiration”, “consistency”, loyalty” and “relies on inner circle of advisors”.
- ◆ While Democrats place more importance on “being intellectual”, “diplomatic”, “decisions by consensus”, and “being an activist for change”.

(% Extremely/Very Important on 5 pt-scale)

	Political Party Affiliation	
	Republican	Democrat
	%	%
Says what they mean and means what they say	97	92
Never shades the truth	87	84
Good delegator	77	72
Admire	79	71
Held consistent views throughout a public career	84	63
Demonstrates genuine humility	75	72
Genuinely intellectual	57	75
Seeks the office of President out of a sense of duty	67	65
Unfailingly loyal to their staff	63	50
Always speaks diplomatically	48	55
Reaches decisions by consensus	41	56
An activist who promises real change	39	60
Charismatic speaker	40	48
Relies heavily on an inner circle of advisors	39	27
Served in the military	33	29
Comes across like the “guy next door”	35	26
A politician well liked by fellow politicians	32	33
Traveled the world extensively	19	27
An outsider to Washington D.C	17	10
Independently wealthy	6	5

 =Significantly higher at 90% confidence level

# 2 Most Important Attributes When Choosing a President

- ◆ When asked to identify the 2 most important qualities when deciding on a President, “conviction” and “honesty” are dominant. All others pale in comparison.

(% Saying Most Important/2<sup>nd</sup> Most Important

Says what they mean and means what they say	51
Never shades the truth	31
Held consistent views throughout a public career	12
Seeks the office of President out of a sense of duty	10
Genuinely intellectual	7
Demonstrates genuine humility	7
Admire	7
An activist who promises real change	5
Served in the military	4
Good delegator	3
Reaches decisions by consensus	3
Speaks diplomatically	2
Relies heavily on an inner circle of advisors	1
Comes across like the “guy next door”	1
An outsider to Washington D.C	1
Unfailingly loyal to their staff	1
Charismatic speaker	1
Politician well liked by fellow politicians	1
Traveled the world extensively	1
Independently wealthy	0

## Conservatives vs. Liberals

- ◆ The most startling differences among the respondents are not driven by their age or income, region or education; they are driven by their political views.
- ◆ Self proclaimed conservatives place significantly more importance on “consistency” and “loyalty”. They also want their president to be someone they can both “admire” and seem like the “guy next door”.
- ◆ Liberals place more importance on someone who is an “activist promising real change” and being an “intellectual”.

(See next page for details)

# % Difference between “Conservatives & Liberals”

## Conservatives

Hold consistent views	+27
Unfailingly loyal to staff	+18
Admire	+13
“Guy next door”	+13
Served in military	+12
Delegator	+11
Rely on inner circle of advisors	+10
Genuine humility	+10
Seeks office out of sense of duty	+ 9
Says what means/means what says	+ 8
Outsider to Washington	+ 8
Liked by fellow politicians	+ 8
Never shades the truth	+ 7

## Liberals

Activist who promises real change	+25
Genuinely intellectual	+14
Decides by consensus	+12
Charismatic speaker	+12
Travels the world extensively	+12

# Qualities When Choosing a President 2004 (Likely Voters – Bush vs. Kerry)

- ◆ Similarly, when we asked respondents who they were likely to vote for this year, Bush voters are more likely to line up with conservatives' view of what is important and Kerry voters line up with liberals.

## % Difference between "Bush voters" and "Kerry voters"

<u>Bush Voters</u>		<u>Kerry Voters</u>	
Hold consistent views	+28	Activist promising real change	+30
Unfailingly loyal to staff	+16	Genuinely intellectual	+21
Rely on inner circle of advisors	+13	Decides by consensus	+19
"Guy next door"	+13	Charismatic speaker	+13
Delegator	+10	Travels the world extensively	+13
Genuine humility	+ 8	Speaks diplomatically	+ 9
Say what means/means what say	+ 7		
Admire	+ 7		
Outsider to Washington	+ 5		

# Sample Profile

<u>Age</u>	<u>Total</u> %
<35	31
35-44	21
45-54	19
55-64	18
65+	10

<u>HH Income</u>	
<\$25M	18
\$25-50M	30
\$50-74M	21
75+	31

<u>Gender</u>	
Female	53
Male	48

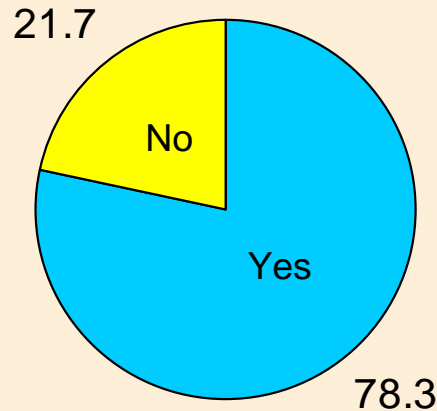
<u>Marital Status</u>	
Married	66
Single	32

<u>Region</u>	<u>Total</u> %
Northeast	20
Midwest	23
Southeast	35
West	22

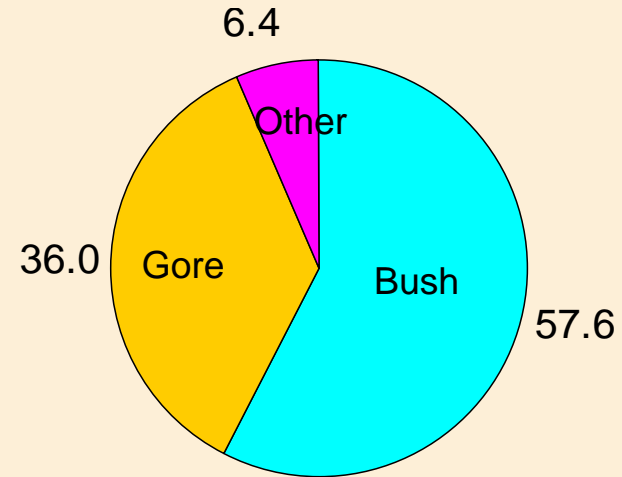
<u>Education</u>	
High School or less	25
Some College/Grad	63
Post Graduate	12

<u>Political Affiliation</u>	
Republican	38
Democrat	34
Independent/other	28

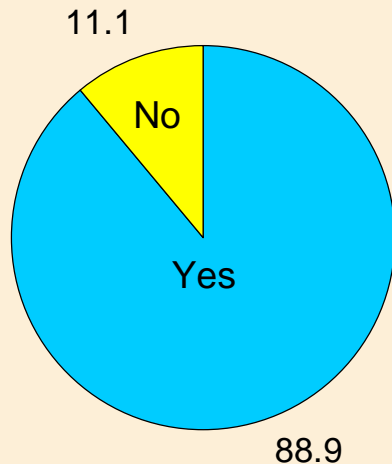
Voted in the 2000 Presidential Election



President you voted for in 2000



Plan to vote in 2004



President you plan to vote for in 2004

