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**Bush's Standing Improves**  
**PUBLIC SUPPORT FOR WAR RESILIENT**

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**Bush's Standing Improves**  
**PUBLIC SUPPORT FOR WAR RESILIENT**

Americans are paying markedly less attention to Iraq than in the last two months. At the same time, their opinions about the war have become more positive. The number of Americans who think the U.S. military effort is going well has jumped from 46% in May to 57%, despite ongoing violence in Iraq and the widening prison abuse scandal. And the percentage of the public who believes it was right to go to war inched up to 55%, from 51% in May.

The new Pew survey indicates that many Americans are becoming less connected to the news about Iraq and possibly more hardened to events there. Just 39% say they are tracking developments in Iraq very closely – down 15 points since April and the lowest level this year. In addition, 35% say that people they know are becoming less emotionally involved with the news from Iraq, a sharp increase from 26% last month.

The poll by the Pew Research Center for the People and the Press, conducted June 3-13 among 1,806 Americans, found lower attention to the war in Iraq even before the death of former President Ronald Reagan dominated the news. Overall, four-in-ten paid very close attention to Reagan's death and memorial service, which is about the same level as interest in former President Nixon's death and funeral a decade ago (36% very closely).

The survey shows that President Bush has improved his political standing over the past month. His overall approval rating increased slightly, from 44% in May to 48%. Notably, all of Bush's gains occurred after Reagan's death on June 5. Prior to that, Bush's approval rating was the same as in May (48% disapprove/44% approve). But during the remainder of the polling period (June 6-13), Bush's approval rating increased to 50%.

Bush also has gained ground in the presidential race. He currently is in a dead heat with Sen. John Kerry (48% Bush/46% Kerry) in a two-person contest; last month, Bush trailed Kerry by five points. When Ralph Nader is included,

<b>Focus on Iraq Ebbs, Positive Views Rebound</b>		
<i>Following news from Iraq</i>	<u>Apr/May</u>	<u>June</u>
	%	%
Very closely	54	39
Fairly closely	33	42
Not closely	8	12
Not at all/DK	<u>5</u>	<u>7</u>
	100	100
<i>Military action in Iraq</i>		
Right decision	51	55
Wrong decision	42	38
Don't know	<u>7</u>	<u>7</u>
	100	100
<i>Iraq situation is going...</i>		
Very/fairly well	46	57
Not well	51	39
Don't know	<u>3</u>	<u>4</u>
	100	100
<i>Presidential support</i>		
Bush	45	48
Pro-Bush	33	35
Anti-Kerry	10	11
Kerry	50	46
Pro-Kerry	15	17
Anti-Bush	32	27
Undecided	<u>5</u>	<u>6</u>
	100	100

<b>Bush Gets Reagan Boost</b>			
	<u>Total</u>	<i>Reagan's death</i>	
		<u>Before</u>	<u>After</u>
	%	%	%
Approve	48	44	50
Disapprove	43	48	41
Don't know	<u>9</u>	<u>8</u>	<u>9</u>
	100	100	100
Number of cases	1806	414	1392

Bush leads by a slight margin (46%-42%).

The campaign continues to be dominated by feelings about Bush, but anti-Bush sentiment has subsided slightly. Just over a quarter of voters (27%) say they support Kerry based on their opposition to the president, down from 32% last month. Over the same period, Kerry's overall horse race support has fallen from 50% to 46%.

Favorable views of Kerry have slipped since his successful run through the Democratic primaries, as opinions of the presumptive Democratic nominee have grown more partisan. Currently, 50% have a positive impression of the Massachusetts Democrat – down from 58% in February – while negative opinions have increased sharply, from 28% to 41%.

That is in line with Bush's overall rating (52% favorable/45% unfavorable). Kerry's ratings also are comparable to those of other recent presidential candidates, both winners and losers. Four years ago, Al Gore received similar ratings. In June 1992, opinions of Bill Clinton were decidedly more negative. Four years earlier, Democratic challenger Michael Dukakis had extremely high favorable ratings (66% in May 1988), but lost the election by a wide margin.

Bush's favorable ratings are largely driven by positive evaluations of his personality. In an open-ended format, 65% of those who expressed a favorable opinion of Bush cited his personal characteristics – especially honesty, leadership and his religious beliefs. People who have a negative impression of Bush generally mentioned his policies, with nearly a third specifically citing the war in Iraq.

Positive impressions of Kerry are less clearly defined. About half of those who have a favorable view of Kerry (46%) mention his personal traits while 26% cite policies, but no specific policy stances stand out. Unlike Bush, negative opinions of Kerry are driven by his personality, with 19% specifically mentioning his consistency (or lack of it).

The public gives comparably favorable ratings for Congress (56% positive) and the two major political parties. A 54% majority rates the Democratic Party favorably, while 51% express

<b>Favorability Ratings Then and Now</b>		
	<u>Fav</u>	<u>Unfav</u>
	<u>%</u>	<u>%</u>
<i>June 2004</i>		
Bush	52	45
Kerry	50	41
<i>May 2000</i>		
Gore	50	38
Bush	58	31
<i>June 1996</i>		
Clinton	61	37
Dole	52	42
<i>June 1992</i>		
Bush	51	47
Clinton	46	47
Perot	53	26
<i>May 1988</i>		
Bush	51	42
Dukakis	66	22

a positive opinion of the Republican Party. But opinions of the military, while overwhelmingly positive, have declined from the high levels recorded in the aftermath of the 9/11 attacks. This is seen particularly in the number who have a *very* favorable opinion of the military, which has fallen to 48% from 59% in a May 2002 survey conducted by Newsweek.

The survey shows that, with the approach of the June 30 deadline for the U.S. transfer of power in Iraq, the public is divided over whether Iraqis will be able to form an effective government: 41% believe that is possible, while slightly more (45%) say they will not be able to establish an effective government. Yet there is growing optimism that, despite doubts over the transition, U.S. forces can be withdrawn from Iraq in the next two years.

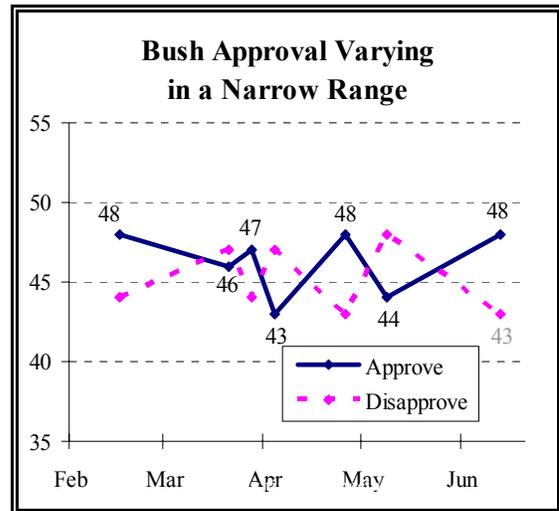
Half the public expects that U.S. troops will have to remain in Iraq for two years or less. In an April CBS News/New York Times survey, just 35% said U.S. forces could be withdrawn in the next two years. Since then, the percentage who say U.S. forces will have to remain in Iraq less than a year has doubled, from 8% to 17%.

Regarding one important consequence of the war, however, the public has become considerably more negative. Just 43% of Americans say the Iraq war has helped the war on terrorism while about as many (44%) believe it has hurt the war on terrorism. About a year ago, 65% felt the war had helped the war on terrorism and as recently as March, 50% expressed that view. Women, especially white women, have become particularly skeptical that the war is helping the war on terrorism. In March, a solid majority of white women (54%) said the war in Iraq helped the war on terrorism; that number has dropped to 43%.

	Dec 2003	Early Feb	Mid March	June
<i>War in Iraq has..</i>	%	%	%	%
Helped	59	55	50	<b>43</b>
Hurt	26	32	37	44
No effect (Vol.)	6	7	5	4
Don't know	<u>9</u>	<u>6</u>	<u>8</u>	<u>9</u>
	100	100	100	100

**Bush Job Approval**

President Bush’s job approval rating reached its 2004 peak, at 58%, in early January following the capture of Saddam Hussein. Since February, Bush’s ratings have fluctuated between 43% and 48%. Bush’s current standing (48% approve, 43% disapprove) is somewhat higher than the 43% rating he received in early April, after the eruption of violence in and around Fallujah, and his 44% mark in May, following revelations of prisoner abuse by U.S. troops at Abu Ghraib.



Evaluations of the president’s performance on the economy, Iraq, and terrorism show a similar pattern. Approval of Bush’s handling of the situation in Iraq has changed the most over the past six months, falling from 59% in January to 42% today. However, public views have stabilized, in the low 40% range, over the past few months.

Currently, 43% approve of the president’s job in handling the economy, up slightly from 39% two months ago. Clearly, terrorism remains the president’s strongest issue. A solid majority (56%) approves of the job the president has done in this area. This is well below the president’s ratings on this issue throughout 2002 and 2003. But his ratings here also have been steady since April.

**Issues Matter**

George W. Bush’s 48% to 46% lead over Kerry in the two-way test ballot reflects a modest improvement from a month ago, when Kerry held a 50% to 45% advantage. This overall shift reflects a substantial change among women who favored Kerry by a 53% to 41% margin in May, and are split evenly (47% Kerry, 46% Bush) today. Men, by comparison, favor Bush by a 50% to 46% margin in both surveys.

	Mid Jan	Early April	Late April	June
<i>The economy</i>				
Approve	47	39	42	43
Disapprove	47	53	51	50
Don’t know	6	8	7	7
	100	100	100	100
<i>Situation in Iraq</i>				
Approve	59	40	44	42
Disapprove	37	53	48	51
Don’t know	4	7	8	7
	100	100	100	100
<i>Terrorist threats</i>				
Approve	65*	53	55	56
Disapprove	33	38	36	35
Don’t know	2	9	9	9
	100	100	100	100

\* Source: Gallup, December 2003

In evaluating their electoral preferences, voters say the candidates' issue positions are the most important considerations. Pluralities of both Bush and Kerry supporters (49% and 45%, respectively) mention their candidate's stand on issues as what they like most about him. Similarly, 52% of Bush supporters say Kerry's issue stance is what they like *least* about him, and 41% of Kerry backers say the same about Bush.

	<u>Issues</u>	<u>Lead-ership</u>	<u>Pers-onality</u>	<u>Exper-ience</u>	<u>DK</u>
<i>What Bush supporters like...</i>	%	%	%	%	%
...Most about Bush	49	33	8	4	6=100
...Least about Kerry	52	11	16	6	15=100
<i>What Kerry supporters like...</i>					
...Most about Kerry	45	20	7	16	12=100
...Least about Bush	41	35	12	3	9=100

While issues predominate, Bush's perceived leadership ability is clearly important to many on both sides. Roughly a third of both Bush and Kerry backers cite the president's leadership as what they like most – or least – about him. Fewer cite leadership as either Kerry's best or worst trait.

***Top Issues: Economy, Iraq***

The economy tops the list of issues voters most want to hear the presidential candidates talk about. In an open-ended format, nearly three-in-ten (29%) volunteer the economy as the issue they most want the candidates to discuss, while 20% cite Iraq, and 7% say the candidates need to discuss terrorism. Domestic issues such as the job situation (6%), health care (5%), education (4%) and gas prices (4%) round out the list of top voter concerns.

The economy is of greater concern to Kerry supporters than to those who back Bush. More than a third of Kerry supporters (36%) cite the economy as the issue they most want discussed, compared with 27% of Bush voters. Swing voters – those who are undecided or who express a preference but say they still might change their minds – fall in between. About a third of swing voters (32%) want to hear the economy discussed.

There are fewer differences over Iraq, but terrorism is much more important to Bush

	<u>All voters</u>	<u>Candidate preference</u>		<u>Swing voters</u>
	%	<u>Bush</u>	<u>Kerry</u>	%
Economy	29	27	<b>36</b>	32
Iraq situation	20	19	23	22
Terrorism	7	<b>13</b>	3	6
Jobs/Unemployment	6	4	<b>7</b>	3
Health Care	5	3	<b>7</b>	<b>7</b>
Education	4	2	<b>6</b>	<b>5</b>
Gas Prices/Energy	4	4	3	<b>7</b>
Foreign Policy	3	3	4	1
Taxes	2	2	2	2
Morality/Ethics	2	<b>4</b>	1	1
Poverty/Homeless	2	1	2	3
Elderly/Medicare	2	1	2	3

supporters than to those who back Kerry (13% vs. 3%). Jobs, health care, and education are listed more frequently by Kerry's backers. Swing voters also express more interest in hearing the candidates discuss health care and education than do Bush supporters. And swing voters are about twice as likely as committed supporters of either candidate to say gas prices should be the main topic of discussion.

***Favorability Ratings***

Bush and Kerry receive similar favorability ratings from the public. Roughly half rank each candidate favorably (52% for Bush, 50% for Kerry) with slightly fewer rating each of the candidates unfavorably (45% for Bush, 41% for Kerry).

The public's ratings of the president are almost identical to measures taken in February, and reflect strong partisan divisions. By about ten-to-one (91% to 9%) Republicans have a favorable view of the president, while Democrats feel unfavorably by more than three-to-one (75% to 22%), and independents are divided (47% favorable, 49% unfavorable).

Views of Kerry have changed markedly from a high point in February when Kerry was in the process of wrapping up the Democratic nomination. At that time, favorable ratings of the Massachusetts senator outnumbered unfavorable by two-to-one (58% to 28%). Today, the margin is much narrower (50% favorable, 41% unfavorable), reflecting significant shifts among both Republicans and independents. Four months ago, just over half of Republicans (55%) rated Kerry unfavorably; today, that figure is 74%. Negative impressions of Kerry have grown among independents as well. Today 40% of independents rate Kerry unfavorably, up from 24% in February.

<b>Kerry's Ratings More Partisan</b>						
	<i>--Ratings of Bush--</i>			<i>--Ratings of Kerry--</i>		
	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
<i>February</i>	%	%	%	%	%	%
Favorable	94	20	48	32	83	60
Unfavorable	6	78	49	55	8	24
Don't know	*	<u>2</u>	<u>3</u>	<u>13</u>	<u>9</u>	<u>16</u>
	100	100	100	100	100	100
<i>June</i>						
Favorable	91	22	47	18	80	50
Unfavorable	9	75	49	74	13	40
Don't know	*	<u>3</u>	<u>4</u>	<u>8</u>	<u>7</u>	<u>10</u>
	100	100	100	100	100	100

When compared with previous campaigns, Kerry's favorability rating is identical to Gore's in May 2000; Bush's 52% mark is somewhat lower than his 58% rating at that time. In June 1996, 52% expressed a favorable impression of Bob Dole, well below the 61% who felt favorably toward Bill Clinton at the time.

In general, favorability ratings at this stage of the campaign are uncertain predictors of electoral success. In 1992 George H. W. Bush had higher favorable ratings than Bill Clinton, who

went on to defeat Bush in November. In 1988, fully 66% said they had a favorable impression of Michael Dukakis, placing him far above George Bush Sr.'s 51% favorability rating.

***Kerry's Image Vague***

Supporters of both candidates say their preferences are driven primarily by their issue positions. But in explaining why they feel favorably about Bush or Kerry, most cite their personal characteristics.

Those who feel favorably toward Bush most frequently cite his honesty, leadership, and his morality and religious beliefs. By contrast, those who feel favorably toward Kerry are vague in explaining this opinion. One-in-ten cite his military service as what they like most, but many others simply say they like his personality or agree with his position on issues, without giving any specifics.

<b>What People <u>Like</u> About Bush and Kerry</b>	
<b>% <i>Bush</i></b>	<b>% <i>Kerry</i></b>
<b>65 Personal character</b>	<b>46 Personal character</b>
13 Honesty/Integrity	10 Military service
11 Leadership	9 His personality
10 Religiosity/morality	7 Honesty/Integrity
<b>26 Policies &amp; positions</b>	<b>26 Policies &amp; positions</b>
7 Handling of terrorism	9 Policies (unspecified)
7 War in Iraq	5 War in Iraq
	<b>Other</b>
	7 He's not Bush
	6 He's a Democrat

Percent of those with a favorable view who offer each as what they particularly like.

Those who have an unfavorable opinion of Bush cite his positions on issues, with a third citing the war in Iraq as what they dislike most. Beyond Iraq, Bush is faulted for his handling of the economy, foreign policy, jobs, oil prices, and taxes. Of the minority who cite Bush's personal character as what they dislike most, references are to his personality in general – many offering “arrogance” as his greatest fault – or his perceived dishonesty.

By comparison, very few point to policy issues in describing what they dislike most about John Kerry. Instead, the focus is on his personal character, particularly his perceived inconsistency. One-in-five who have an unfavorable view of Kerry say he's “wishy-washy,” a “flip-flopper,” and someone who “can't make up his mind.” Another 9% say his dishonesty is what they like least about him, and 7% say they are most bothered by what they see as an overly critical campaign against the

<b>What People <u>Dislike</u> About Bush and Kerry</b>	
<b>% <i>Bush</i></b>	<b>% <i>Kerry</i></b>
<b>58 Policies &amp; positions</b>	<b>60 Personal character</b>
32 War in Iraq	19 Inconsistency
7 Policies (unspecified)	12 His personality
7 Handling of economy	9 Dishonesty
<b>34 Personal character</b>	<b>19 Policies &amp; positions</b>
12 His personality	8 Policies (unspecified)
8 Dishonesty	
	<b>Other</b>
	7 Too critical of Bush

Percent of those with an unfavorable view who offer each as what they particularly dislike.

president.

***Few Differences in the Battleground***

Overall favorability ratings of the candidates in the electoral battleground states are about the same as they are nationwide (55% for Bush, 50% for Kerry). Despite intensive campaign advertising in these states, people describe what they like and dislike about the candidates in basically the same terms as do people elsewhere, with only small differences in how people explain their favorable views.

People with favorable views of Bush in battleground states are more likely than those elsewhere to cite his honesty, integrity, and his religious and moral standing as what they like most, but are no more likely to refer to his leadership or any specific policy positions. Similarly, people with favorable views of Kerry in battleground states are slightly more likely than those elsewhere to say they most like his military record, but are no more apt to mention his leadership or policy issues.

Despite heavy negative advertising, people in battleground states are no more likely than those elsewhere to say Kerry is a flip-flopper or to even mention that he is too liberal. And those with unfavorable views of Bush describe their opinion in the same terms whether in battleground states or not.

***Nader Unpopular***

There is little doubt that Ralph Nader’s role as “spoiler” in the 2000 election had a negative impact on his reputation. Currently, 44% view Nader unfavorably, while just 26% view him favorably. In a Gallup survey conducted exactly four years ago, more felt favorably toward the Green Party nominee (36%) than unfavorably (22%). Looking back to the 2000 vote, people who voted for Al Gore view Nader unfavorably by a 50% to 27% margin. This is only slightly better than among Bush supporters (49%

	Battle-ground %	Other states %
<i>Positive views of George W. Bush</i>		
Honesty/Integrity	<b>16</b>	11
Leadership	11	11
Religious/Moral	<b>13</b>	8
<i>Positive views of John Kerry</i>		
Military service	<b>14</b>	8
Nice personality	7	11
Honesty/Integrity	8	7

Battleground states include: AZ, AR, FL, IA, LA, ME, MI, MN, MO, NV, NM, NH, OH, OR, PE, TN, WA, WV, WI

	Favorable %	Unfavorable %	DK %
Total	26	44	30=100
Conserv. Repub.	20	55	25=100
Lib/Mod Repub.	21	43	36=100
Independent	32	43	25=100
Cons/Mod Dem.	23	47	30=100
Liberal Democrat	37	41	22=100
<i>2000 Vote</i>			
Bush	21	49	30=100
Gore	27	50	23=100
<i>2004 Preference</i>			
Bush	22	49	29=100
Kerry	31	46	23=100

unfavorable, 21% favorable).

While Ralph Nader is viewed somewhat more positively by the left than by the right, even among liberals Democrats, as many give unfavorable marks to Nader (41%) as favorable marks (37%).

**Who Will Win?**

Roughly half of voters (51%) think Bush is most likely to win, while 35% say Kerry. Despite some increase in confidence, Kerry backers continue to express far less optimism about their candidate's chances than do Bush backers. By an 81% to 8% margin, voters who support George W. Bush think he, not Kerry, will prevail in November. By comparison, 64% of Kerry backers pick their candidate as the likely victor, while 23% think Bush will end up winning. However, this represents a modest increase from last month, when 54% picked Kerry to win.

	<i>All registered voters</i>		<i>Bush Supporters</i>		<i>Kerry Supporters</i>	
	<u>May</u>	<u>June</u>	<u>May</u>	<u>June</u>	<u>May</u>	<u>June</u>
	%	%	%	%	%	%
George W. Bush	52	51	79	81	29	23
John Kerry	31	35	8	8	54	64
Don't know	<u>17</u>	<u>14</u>	<u>13</u>	<u>11</u>	<u>17</u>	<u>13</u>
	100	100	100	100	100	100

**Opinions About War Mostly Steady**

The public's perceptions of the U.S. military effort Iraq have improved significantly since their low point in May. Despite the rebound, however, they are slightly lower than in mid-March, before the outbreak of anti-American violence in Fallujah and elsewhere, and prior to the prison abuse scandal. Roughly six-in-ten (57%) say things in Iraq are going very or fairly well. In mid-March, 61% had a positive view of the situation in Iraq.

Support for the war has remained fairly consistent for the past three months. A 55% majority believes the United States made the right decision in going to war, up slightly from 51% in May, when the public was first learning

	Mid	Early	Late	<u>May</u>	<u>June</u>
	<u>March</u>	<u>April</u>	<u>April</u>		
<i>How well is effort going?</i>	%	%	%	%	%
Very well	16	14	12	10	16
Fairly well	45	43	43	36	41
Not too well	26	26	26	32	25
Not at all well	11	13	15	19	14
Don't know	<u>2</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>4</u>
	100	100	100	100	100
<i>War in Iraq</i>					
Right decision	55	57	54	51	55
Wrong decision	39	35	37	42	38
Don't know	<u>6</u>	<u>8</u>	<u>9</u>	<u>7</u>	<u>7</u>
	100	100	100	100	100
<i>What to do now</i>					
Keep troops in	--	50	53	53	51
Bring troops home	--	44	40	42	44
Don't know	--	<u>6</u>	<u>7</u>	<u>5</u>	<u>5</u>
		100	100	100	100

about the prison abuse scandal.

Similarly, opinion on whether to retain forces in Iraq, or withdraw them as soon as possible, has been stable through the recent tumultuous period in Iraq. A narrow majority of Americans (51%) believe the United States should keep its forces in Iraq until a stable government is formed there, while 44% favor withdrawing U.S. forces as soon as possible.

Perceptions and attitudes toward the situation in Iraq remain colored by partisanship. Republicans continue to overwhelmingly support the war, and 71% support keeping U.S. forces in Iraq until a stable government is formed. Democrats oppose the war by roughly two-to-one (61%-32%), and a solid majority (60%) favors withdrawing the troops as quickly as possible. Democratic support for a troop withdrawal has risen modestly (from 54%) since May.

A narrow majority of independents (53%) believe the war was the right decision, up slightly from May (48%). Half of independents say U.S. forces should remain in Iraq until a stable government is formed, while 46% think they should be brought home as soon as possible. Those opinions are unchanged since May.

And the public continues to reject comparisons between the conflict in Iraq and the war in Vietnam three decades ago. Only about three-in-ten (29%) believe that Iraq will turn out to be “another Vietnam,” while 55% think the U.S. will accomplish its goals. In late April, Americans dismissed this comparison by a similar margin (25% another Vietnam/54% accomplish goals).

***Cautious on the Transition***

The survey shows that most Americans are at least somewhat aware of the planned transfer of power to Iraqi officials on June 30. Roughly four-in-ten (42%) say they have heard a lot about the transition, while about the same number (40%) have heard a little. Older and well-educated Americans show higher levels of awareness than younger and less-educated people. Overall awareness of the June 30 transfer is comparable to interest in former White House aide Richard Clarke’s criticisms of the Bush administration’s pre-9/11 anti-terrorism efforts in March (42% a lot/47% a little).

	Total	Heard about transfer		
		A lot	A little	Nothing/ DK
<i>Will Iraqis form effective govt?</i>	%	%	%	%
Yes	41	42	42	35
No	45	46	43	45
Don't know	<u>14</u>	<u>12</u>	<u>15</u>	<u>20</u>
	100	100	100	100
<i>Keep troops in Iraq until stable govt exists?</i>				
Keep troops	51	67	43	31
Bring troops home	44	29	53	60
Don't know	<u>5</u>	<u>4</u>	<u>4</u>	<u>9</u>
	100	100	100	100

Americans are divided over whether the Iraqis will be able to form a stable government after the transition – 41% say they will be able to achieve this, while 45% disagree. And those who have heard a lot about the June 30 transfer of power are no more or less optimistic than are people who are less aware of the issue: 42% of each group think that the Iraqis will be able to establish an effective government after the U.S. transfers power.

Yet people who say they have heard a lot about the transfer of power are much more supportive than others of keeping U.S. forces in Iraq until a stable government is formed. Two-thirds of this group (67%) believes the United States should retain its forces in Iraq until a stable government is created, compared with just 43% of those who have heard a little about the planned power transfer.

For the most part, Americans who are closely following the June 30 transfer of power also do not believe the U.S. will be able to leave Iraq any time soon. Just 12% of those who have heard a lot about the power transfer believe U.S. forces will be home in less than a year; that compares with 20% of those who have heard a little about the transition and 24% of those who have heard nothing about it.

***Terrorism Worries Up***

A quarter of Americans say they are very worried there will soon be another terrorist attack in the U.S., up somewhat from 20% in mid-March. Concern over possible terrorism has fluctuated over the past year, but this is the highest level measured since February 2003 (34%).

The public’s evaluations of how well the government is doing in defending the country against terrorism have changed little compared with two years ago. Six-in-ten say the government is doing an excellent (14%) or good job (46%) in defending against terrorism, which is similar to August 2002 ( 57%). Republicans are strongly positive about the government’s anti-terrorism efforts: 77% rate the performance as excellent or good compared with about half of independents (53%) and Democrats (49%).

***Gas Prices Lead News Index***

News about the *high price of gasoline* drew the highest level of public interest in June. Nearly six-in-ten Americans (58%) paid very close attention to this story. That is up sharply since late April (46%), but the same level of attentiveness as in early April (58%).

<b>Gas Prices Top News Story</b>	
	Following <u>very closely</u>
<i>News stories...</i>	%
High gas prices	58
Reagan death/funeral	40
Situation in Iraq	39
Abuse of Iraqi prisoners	34
Presidential election	28

There is broad interest in rising gas prices, but minorities, in particular, are following this story very closely. About seven-in-ten African Americans (69%) and nearly as many Hispanics say they are tracking higher gas prices very closely. That compares with 56% of whites.

Four-in-ten Americans followed reports on *the death and memorial services of former President Reagan* very closely. Half of Republicans followed the Reagan coverage very closely, compared with 36% of Democrats. There was an equally large partisan gap in attention to the 1994 funeral of former President Richard Nixon.

As noted, interest in news about *the current situation in Iraq* has declined sharply since April. Attention to this story has fallen across the demographic spectrum. Republicans remain somewhat more interested in developments in Iraq than Democrats or independents; 44% of Republicans say they are tracking news from Iraq very closely, compared with 38% of Democrats and the same number of independents.

About a third of Americans (34%) say they very closely followed news of the *abuse of Iraqi prisoners* by U.S. soldiers in Iraq. This is down slightly from 41% in a Gallup poll taken in early May. There are only modest partisan differences in interest in this story, but those who disapprove of President Bush's job performance are more likely than those who approve of the president to follow reports on the prison scandal very closely (42% vs. 30%).

Public interest in news about *candidates for the 2004 presidential election* has declined a bit since earlier this year. Fewer than three-in-ten (28%) say they are following campaign news very closely, down from 31% in April and 35% in mid-March. Nonetheless, interest is higher now than at a similar stage in the presidential campaigns of four and eight years ago; in June 2000, 23% were following the election very closely and about the same number did so in July 1996 (22%).

## PRESIDENTIAL TRIAL HEAT

(Based on Registered Voters)

	-----May 2004-----			-----June 2004-----			
	Bush/Lean	Kerry/Lean	Undecided/	Bush/Lean	Kerry/Lean	Undecided/	(N)
	<u>Bush</u>	<u>Kerry</u>	<u>Other</u>	<u>Bush</u>	<u>Kerry</u>	<u>Other</u>	
	%	%	%				
<b>Total</b>	45	50	5=100	48	46	6=100	(1426)
<b>Sex</b>							
Male	50	46	4	50	46	4	(669)
Female	41	53	6	46	47	7	(757)
<b>Race</b>							
White	51	45	4	55	40	5	(1196)
Non-white	21	71	8	12	78	10	(215)
Black	6	86	8	6	87	7	(155)
Hispanic*	50	43	7	42	52	6	(78)
<b>Race and Sex</b>							
White Men	54	41	5	57	40	3	(563)
White Women	49	47	4	54	40	6	(633)
<b>Age</b>							
Under 30	39	57	4	44	55	1	(182)
30-49	49	46	5	51	43	6	(557)
50-64	48	48	4	52	43	5	(392)
65+	40	54	6	40	52	8	(285)
<b>Sex and Age</b>							
Men under 50	53	43	4	52	45	3	(345)
Women under 50	40	54	6	46	48	6	(394)
Men 50+	46	49	5	47	48	5	(321)
Women 50+	43	52	5	47	46	7	(356)
<b>Education</b>							
College Grad.	46	51	3	49	47	4	(562)
Some College	49	47	4	54	41	5	(344)
High School Grad.	46	48	6	48	47	5	(442)
< H.S. Grad.	35	57	8	30	57	13	(74)
<b>Family Income</b>							
\$75,000+	49	47	4	56	41	3	(368)
\$50,000-\$74,999	60	38	2	53	44	3	(256)
\$30,000-\$49,999	46	49	5	52	44	4	(304)
\$20,000-\$29,999	33	65	2	32	61	7	(156)
<\$20,000	29	64	7	39	56	5	(164)

\* The designation Hispanic is unrelated to the white-black categorization.

Question: Suppose there were only two major candidates for president and you had to choose between George W. Bush, the Republican or John Kerry, the Democrat, who would you vote for?

*Continued on next page...*

	-----May 2004-----			-----June 2004-----			
	Bush/Lean	Kerry/Lean	Undecided/	Bush/Lean	Kerry/Lean	Undecided/	(N)
	<u>Bush</u>	<u>Kerry</u>	<u>Other</u>	<u>Bush</u>	<u>Kerry</u>	<u>Other</u>	
	%	%	%	%	%	%	
<b>Total</b>	45	50	5=100	48	46	6=100	(1426)
<b>Region</b>							
East	42	54	4	37	57	6	(260)
Midwest	42	52	6	48	44	8	(350)
South	51	44	5	54	40	6	(524)
West	43	52	5	47	51	2	(292)
<b>Religious Affiliation</b>							
Total White Protestant	59	37	4	64	31	5	(698)
- Evangelical	69	28	3	69	26	5	(389)
- Non-Evangelical	48	48	4	57	38	5	(309)
White Catholic	46	48	6	48	47	5	(272)
Secular	29	68	3	29	65	6	(129)
<b>Community Size</b>							
Large City	32	65	3	38	56	6	(291)
Suburb	46	48	6	49	48	3	(367)
Small City/Town	47	48	5	48	45	7	(467)
Rural Area	54	39	7	56	37	7	(290)
<b>Party ID</b>							
Republican	90	8	2	92	7	1	(472)
Democrat	9	87	4	10	85	5	(495)
Independent	43	50	7	46	45	9	(406)
<b>Party and Ideology</b>							
Conservative Republican	95	3	2	97	3	*	(339)
Moderate/Liberal Rep.	83	14	3	79	18	3	(130)
Conservative/Mod. Dem.	12	84	4	13	82	5	(334)
Liberal Democrat	4	94	2	2	94	4	(147)
<b>Bush Approval</b>							
Approve	88	10	2	88	8	4	(708)
Disapprove	7	89	4	6	89	5	(625)
<b>Use of Force in Iraq</b>							
Right Decision	75	22	3	75	21	4	(773)
Wrong Decision	11	83	6	13	83	4	(560)
<b>Labor Union</b>							
Union Household	36	57	7	31	62	7	(237)
Non-Union Household	46	49	5	52	43	5	(1181)
<b>Battleground States</b>							
Republican States	52	43	5	55	39	6	(429)
Democratic States	37	58	5	37	57	6	(419)
Battleground States	46	48	6	50	44	6	(578)

## VIEWS ON THE WAR IN IRAQ

	----Military Effort in Iraq----			----Iraq War's Effect on Terrorism---				
	Right	Wrong	DK/Ref	Helped	Hurt	No effect		(N)
	Decision	Decision				(VOL)	DK/Ref	
	%	%	%	%	%	%	%	
<b>Total</b>	55	38	7=100	43	44	4	9=100	(1806)
<b>Sex</b>								
Male	57	38	5	48	43	4	5	(863)
Female	53	38	9	39	45	5	11	(943)
<b>Race</b>								
White	60	33	7	47	39	5	9	(1485)
Non-white	33	57	10	28	63	3	6	(297)
Black	25	63	12	20	71	4	5	(199)
Hispanic*	51	40	9	36	52	5	7	(118)
<b>Race and Sex</b>								
White Men	61	34	5	52	39	4	5	(704)
White Women	59	33	8	43	39	6	12	(781)
<b>Age</b>								
Under 30	58	37	5	43	48	5	4	(316)
30-49	59	35	6	47	43	4	6	(697)
50-64	54	38	8	46	42	4	8	(453)
65+	43	46	11	32	43	5	20	(326)
<b>Sex and Age</b>								
Men under 50	63	34	3	50	43	3	4	(498)
Women under 50	55	37	8	41	47	5	7	(515)
Men 50+	48	44	8	45	42	5	8	(361)
Women 50+	51	39	10	36	43	4	17	(418)
<b>Education</b>								
College Grad.	51	43	6	45	44	4	7	(644)
Some College	57	37	6	46	43	4	7	(423)
High School Grad.	59	34	7	44	42	5	9	(606)
< H.S. Grad.	47	39	14	33	49	3	15	(127)
<b>Family Income</b>								
\$75,000+	57	39	4	51	39	4	6	(424)
\$50,000-\$74,999	59	35	6	50	38	6	6	(303)
\$30,000-\$49,999	60	34	6	48	41	4	7	(383)
\$20,000-\$29,999	53	42	5	38	48	5	9	(205)
<\$20,000	49	41	10	31	54	4	11	(262)

\* The designation Hispanic is unrelated to the white-black categorization.

Question: Do you think the U.S. made the right decision or the wrong decision in using military force against Iraq?

Do you think the war in Iraq has helped the war on terrorism, or has it hurt the war on terrorism?

*Continued on next page...*

	<i>Military Effort in Iraq</i>			<i>Iraq War's Effect on Terrorism</i>				
	<u>Right</u>	<u>Wrong</u>	<u>DK/Ref</u>	<u>Helped</u>	<u>Hurt</u>	No	<u>DK/Ref</u>	<u>(N)</u>
	<u>Decision</u>	<u>Decision</u>				effect		
	%	%	%	%	%	(VOL)	%	
<b>Total</b>	55	38	7=100	43	44	4	9=100	(1806)
<b>Region</b>								
East	48	45	7	36	54	4	6	(325)
Midwest	58	35	7	44	39	5	12	(430)
South	57	34	9	47	40	4	9	(659)
West	55	40	5	43	45	5	7	(392)
<b>Religious Affiliation</b>								
Total White Protestant	66	27	7	52	34	4	10	(841)
- Evangelical	69	22	9	57	28	4	11	(452)
- Non-Evangelical	62	32	6	47	40	4	9	(389)
White Catholic	59	38	3	46	43	5	6	(333)
Secular	40	52	8	28	59	7	6	(177)
<b>Community Size</b>								
Large City	52	41	7	36	54	3	7	(371)
Suburb	55	39	6	44	43	4	9	(452)
Small City/Town	55	36	9	44	42	5	9	(616)
Rural Area	59	34	7	49	37	5	9	(351)
<b>Party ID</b>								
Republican	83	13	4	69	20	3	8	(561)
Democrat	32	61	7	23	63	4	10	(597)
Independent	53	39	8	41	48	6	5	(554)
<b>Party and Ideology</b>								
Conservative Republican	88	8	4	76	14	3	7	(391)
Moderate/Liberal Rep.	75	23	2	56	33	3	8	(164)
Conservative/Mod. Dem.	36	56	8	24	62	4	10	(401)
Liberal Democrat	24	73	3	23	67	4	6	(176)
<b>Bush Approval</b>								
Approve	84	11	5	69	20	3	8	(887)
Disapprove	25	69	6	16	72	5	7	(779)
<b>Male Veterans</b>								
Male Veteran	57	39	4	49	42	4	5	(271)
Male Non-Veteran	58	36	6	48	43	4	5	(590)
<b>Labor Union</b>								
Union Household	45	48	7	37	51	6	6	(272)
Non-Union Household	57	36	7	45	42	4	9	(1523)
<b>2004 Vote Preference (RVs)</b>								
Bush/Lean Bush	85	10	5	71	18	4	7	(700)
Kerry/Lean Kerry	24	70	6	16	71	5	8	(649)

**PERCENT FOLLOWING EACH NEWS STORY “VERY CLOSELY”**

	High price of <u>gasoline</u>	Death of Ronald <u>Reagan</u> **	Current situation <u>in Iraq</u>	Abuse of Iraqi <u>prisoners</u>	2004 Presidential <u>election</u>	(N)
	%	%	%	%	%	
<b>Total</b>	58	40	39	34	28	(1806)
<b>Sex</b>						
Male	58	37	43	34	31	(863)
Female	58	42	36	35	25	(943)
<b>Race</b>						
White	56	40	39	34	28	(1485)
Non-white	68	38	39	35	27	(297)
Black	69	37	45	42	33	(199)
Hispanic*	65	44	37	36	18	(118)
<b>Race and Sex</b>						
White Men	54	36	42	33	30	(704)
White Women	57	44	37	36	27	(781)
<b>Age</b>						
Under 30	53	33	30	26	21	(316)
30-49	57	38	39	34	25	(697)
50-64	63	39	45	40	34	(453)
65+	60	52	43	39	36	(326)
<b>Education</b>						
College Grad.	51	35	48	40	35	(644)
Some College	59	40	40	31	27	(423)
High School Grad.	61	42	35	33	24	(606)
Less than H.S.	62	39	32	32	25	(127)
<b>Income</b>						
\$75,000+	49	34	44	35	30	(424)
\$50,000-\$74,999	64	39	42	37	31	(303)
\$30,000-\$49,000	60	42	38	35	29	(383)
\$20,000-\$29,000	63	38	45	40	31	(205)
<\$20,000	55	45	30	29	21	(262)
<b>Region</b>						
East	58	40	45	38	29	(325)
Midwest	55	35	38	32	29	(430)
South	61	43	40	36	27	(659)
West	56	39	34	32	27	(392)
<b>Party ID</b>						
Republican	52	50	44	32	31	(561)
Democrat	65	36	39	37	31	(597)
Independent	57	34	38	35	24	(554)

\* The designation Hispanic is unrelated to the white-black categorization.

\*\* N's do not apply to the Reagan column due to a shorter field period.

Question: Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely?

## ABOUT THE SURVEYS

Results for the June 2004 Voter Attitudes survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,806 adults, 18 years of age or older, during the period June 3-13, 2004. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.5 percentage points. For results based on either Form 1 (N=891) or Form 2 (N=915), the sampling error is plus or minus 3.5 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

### SURVEY METHODOLOGY IN DETAIL

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed). The design of the sample ensures this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

The telephone exchanges were selected with probabilities proportional to their size. The first eight digits of the sampled telephone numbers (area code, telephone exchange, bank number) were selected to be proportionally stratified by county and by telephone exchange within county. That is, the number of telephone numbers randomly sampled from within a given county is proportional to that county's share of telephone numbers in the U.S. Only working banks of telephone numbers are selected. A working bank is defined as 100 contiguous telephone numbers containing three or more residential listings.

The sample was released for interviewing in replicates. Using replicates to control the release of sample to the field ensures that the complete call procedures are followed for the entire sample. The use of replicates also insures that the regional distribution of numbers called is appropriate. Again, this works to increase the representativeness of the sample.

At least 10 attempts were made to complete an interview at every sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making a contact with a potential respondent. All interview breakoffs and refusals were re-contacted at least once in order to attempt to convert them to completed interviews. In each contacted household, interviewers asked to speak with the "youngest male 18 or older who is at home." If there is no eligible man at home, interviewers asked to speak with "the oldest woman 18 or older who is at home." This systematic respondent selection technique has been shown empirically to produce samples that closely mirror the population in terms of age and gender.

Non-response in telephone interview surveys produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis.

The demographic weighting parameters are derived from a special analysis of the most recently available Annual Social & Economic Supplement data from the Census Bureau (March 2003). This analysis produced population parameters for the demographic characteristics of households with adults 18 or older, which are then compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone. The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters.

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**JUNE 2004 VOTER ATTITUDES SURVEY**  
**FINAL TOPLINE**  
**June 3-13, 2004**  
**N=1806**

Q.1 Do you approve or disapprove of the way George W. Bush is handling his job as president? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the way George W. Bush is handling his job as president? IF STILL DEPENDS ENTER AS DK]**

	<u>Approve</u>	Dis- approve	Don't <u>know</u>		<u>Approve</u>	Dis- approve	Don't <u>know</u>
June, 2004	48	43	9=100	April, 2002	69	18	13=100
May, 2004	44	48	8=100	Early April, 2002	74	16	10=100
Late April, 2004	48	43	9=100	February, 2002	78	13	9=100
Early April, 2004	43	47	10=100	January, 2002	80	11	9=100
Late March, 2004	47	44	9=100	<b>2001</b>			
Mid-March, 2004	46	47	7=100	Mid-November, 2001	84	9	7=100
February, 2004	48	44	8=100	Early October, 2001	84	8	8=100
Mid-January, 2004	56	34	10=100	Late September, 2001	86	7	7=100
Early January, 2004	58	35	7=100	Mid-September, 2001	80	9	11=100
<b>2003</b>				Early September, 2001	51	34	15=100
December, 2003	57	34	9=100	August, 2001	50	32	18=100
November, 2003	50	40	10=100	July, 2001	51	32	17=100
October, 2003	50	42	8=100	June, 2001	50	33	17=100
September, 2003	55	36	9=100	May, 2001	53	32	15=100
Mid-August, 2003	56	32	12=100	April, 2001	56	27	17=100
Early August, 2003	53	37	10=100	March, 2001	55	25	20=100
Mid-July, 2003	58	32	10=100	February, 2001	53	21	26=100
Early July, 2003	60	29	11=100				
June, 2003	62	27	11=100				
May, 2003	65	27	8=100				
April 10-16, 2003	72	22	6=100				
April 9, 2003	74	20	6=100				
April 2-7, 2003	69	25	6=100				
March 28-April 1, 2003	71	23	6=100				
March 25-27, 2003	70	24	6=100				
March 20-24, 2003	67	26	7=100				
March 13-16, 2003	55	34	11=100				
February, 2003	54	36	10=100				
January, 2003	58	32	10=100				
<b>2002</b>							
December, 2002	61	28	11=100				
Late October, 2002	59	29	12=100				
Early October, 2002	61	30	9=100				
Mid-September, 2002	67	22	11=100				
Early September, 2002	63	26	11=100				
Late August, 2002	60	27	13=100				
August, 2002	67	21	12=100				
Late July, 2002	65	25	10=100				
July, 2002	67	21	12=100				
June, 2002	70	20	10=100				

More specifically...

Q.2 Do you approve or disapprove of the way George W. Bush is handling [INSERT ITEM, RANDOMIZE]

		<u>Approve</u>	<u>Disapprove</u>	<u>DK/Ref.</u>
a.	The economy	43	50	7=100
	Late April, 2004	42	51	7=100
	Early April, 2004	39	53	8=100
	Mid-January, 2004	47	47	6=100
	September, 2003	43	48	9=100
	February, 2003	43	48	9=100
	January, 2003	47	45	8=100
	Early October, 2002	49	40	11=100
	June, 2002	53	36	11=100
	January, 2002	60	28	12=100
	Early September, 2001	47	44	9=100
	February, 2001	50	22	28=100
	<b>Clinton:</b> Early September, 1998	71	23	6=100
	<b>Clinton:</b> September, 1997	60	34	6=100
	<b>Clinton:</b> January, 1996	50	42	8=100
	<b>Clinton:</b> June, 1995	46	46	8=100
	<b>Clinton:</b> October, 1994	45	46	9=100
	<b>Clinton:</b> July, 1994	38	56	6=100
	<b>Bush, Sr.:</b> August, 1990	40	52	8=100
	<b>Bush, Sr.:</b> May, 1990	42	47	11=100
b.	The situation in Iraq	42	51	7=100
	Late April, 2004	44	48	8=100
	Early April, 2004	40	53	7=100
	Mid-January, 2004	59	37	4=100
	September, 2003	52	40	8=100
	April 10-16, 2003 <sup>1</sup>	77	17	6=100
	April 8-9, 2003	71	23	6=100
	--April 9, 2003	76	18	6=100
	--April 8, 2003	65	28	7=100
	April 2-7, 2003	73	21	6=100
	March 28-April 1, 2003	69	26	5=100
	March 25-27, 2003	73	23	4=100
	March 23-24, 2003	72	22	6=100
	March 20-22, 2003	70	23	7=100
	February, 2003	56	37	7=100
	January, 2003	56	36	8=100
	Early October, 2002	56	34	10=100
	<b>Gallup:</b> Late January, 1991	84	11	5=100

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<sup>1</sup> From March to April 2003 the item was worded: "... dealing with the war in Iraq?" The 1991 Gallup trend was worded "...George Bush is handling the situation in the Persian Gulf region."

**Q.2 CONTINUED...**

	<u>Approve</u>	<u>Disapprove</u>	<u>DK/Ref.</u>
c. Terrorist threats	56	35	9=100
Late April, 2004	55	36	9=100
Early April, 2004	53	38	9=100
<i>Gallup/CNN/USA Today: 12/03</i>	65	33	2=100
September, 2003	64	28	8=100
February, 2003	67	25	8=100
January, 2003	69	23	8=100
Early October, 2002	71	22	7=100
June, 2002	74	18	8=100
Mid-September, 2001 <sup>2</sup>	85	6	9=100
<b>Clinton:</b> Early September, 1998	72	20	8=100

Q.3 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely. [INSERT ITEM; RANDOMIZE]

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/Ref</u>
a. News about candidates for the 2004 presidential election	28	34	19	18	1=100
April, 2004	31	33	19	16	1=100
Mid-March, 2004	35	34	18	13	*=100
Late February, 2004	24	40	23	12	1=100
Early February, 2004 <sup>3</sup>	29	37	20	13	1=100
Mid-January, 2004	16	30	27	26	1=100
Early January, 2004	14	32	30	23	1=100
December, 2003	16	26	27	30	1=100
November, 2003	11	26	34	28	1=100
October, 2003	12	27	28	32	1=100
September, 2003	17	25	30	27	1=100
Mid-August, 2003	12	27	27	33	1=100
May, 2003	8	19	31	41	1=100
January, 2003	14	28	29	28	1=100
June, 2000	23	32	23	21	1=100
April, 2000	18	39	22	20	1=100
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100
July, 1996	22	40	23	14	1=100
April, 1996	23	35	25	17	*=100
March, 1996	26	41	20	13	*=100
January, 1996	10	34	31	24	1=100

<sup>2</sup> In Mid-September, 2001 the question was worded: "...dealing with the terrorist attacks on the World Trade Center in New York City and the Pentagon in Washington." In Early September 1998 the question was worded: "Do you approve or disapprove of the way Bill Clinton is handling current threats from international terrorist groups?"

<sup>3</sup> From May 2003 to Early February 2004 and in March 1992, the story was listed as "The race for the Democratic nomination." In January 2003, the story was listed as "Recent announcements by prominent Democrats about plans to run for president in 2004." In 2000, the story was listed as "News about candidates for the 2000 presidential election." In January, March and April 1996, the story was listed as "News about the Republican presidential candidates." In January 1992 and 1987, the story was listed as "News about the Democratic candidates for the Presidential nomination." In 1988, the story was introduced as being from "this past year" and was listed as "News about the presidential campaign in 1988."

**Q.3 CONTINUED...**

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
July, 1992	20	45	26	9	*=100
May, 1992	32	44	16	8	*=100
March, 1992	35	40	16	9	*=100
January, 1992	11	25	36	27	1=100
May, 1988	22	46	23	6	3=100
November, 1987	15	28	35	21	1=100
<b>b. News about the current situation in Iraq</b>	<b>39</b>	<b>42</b>	<b>12</b>	<b>6</b>	<b>1=100</b>
April, 2004	54	33	8	5	*=100
Mid-March, 2004	47	36	12	4	1=100
Early February, 2004	47	38	10	4	1=100
Mid-January, 2004	48	39	9	4	*=100
December, 2003	44	38	11	6	1=100
November, 2003	52	33	9	5	1=100
October, 2003	38	40	14	7	1=100
September, 2003	50	33	10	6	1=100
Mid-August, 2003	45	39	10	5	1=100
Early July, 2003	37	41	13	8	1=100
June, 2003	46	35	13	6	*=100
May, 2003	63	29	6	2	*=100
April 11-16, 2003 <sup>4</sup>	47	40	10	2	1=100
April 2-7, 2003	54	34	9	2	1=100
March 20-24, 2003	57	33	7	2	1=100
March 13-16, 2003 <sup>5</sup>	62	27	6	4	1=100
February, 2003	62	25	8	4	1=100
January, 2003	55	29	10	4	2=100
December, 2002	51	32	10	6	1=100
Late October, 2002	53	33	8	5	1=100
Early October, 2002	60	28	6	5	1=100
Early September, 2002	48	29	15	6	2=100
<b>c. The high price of gasoline these days</b>	<b>58</b>	<b>26</b>	<b>9</b>	<b>6</b>	<b>1=100</b>
April, 2004	46	30	15	8	1=100
Early April, 2004	58	23	10	8	1=100
Mid-March, 2004	47	27	14	10	2=100
September, 2003	45	27	15	11	1=100
March, 2003	52	27	11	9	1=100
February, 2003	53	25	12	9	1=100
June, 2001	56	31	7	5	1=100
May, 2001	61	26	6	6	1=100
Early October, 2000	56	25	12	6	1=100
June, 2000 <sup>6</sup>	61	25	9	5	*=100
March, 2000	58	28	10	4	*=100

<sup>4</sup> From March 20 to April 16, 2003 the story was listed as "News about the war in Iraq."

<sup>5</sup> From October 2002 to March 13-16, 2003 the story was listed as "Debate over the possibility that the U.S. will take military action in Iraq." In Early September 2002 the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

<sup>6</sup> In August 1990 through June 2000 the question was worded "Recent increases in the price of gasoline."

**Q.3 CONTINUED...**

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/Ref
October, 1990	62	26	8	4	*=100
September, 1990	56	28	11	5	*=100
August, 1990	57	27	10	5	1=100
d. The abuse of Iraqi prisoners by U.S. soldiers in Iraq	34	37	18	9	2=100

**FIELD PERIOD JUNE 7-13 ONLY [N=1333]:**

e. The death and memorial services of Ronald Reagan	40	30	17	11	2=100
May, 1994 <sup>7</sup>	36	37	17	10	*=100

Q.6 Now, suppose the 2004 presidential election were being held TODAY. If you had to choose between George W. Bush, the Republican, John Kerry, the Democrat, and Ralph Nader [ROTATE KERRY AND BUSH WITH NADER ALWAYS LAST] — who would you vote for?

**IF OTHER OR DK (Q.6 =4,9), ASK:**

Q.6a As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS Q.6]?

**BASED ON REGISTERED VOTERS [N=1426]:**

	May <u>2004</u>	Late March <u>2004</u>	Mid- March <u>2004</u>
46 George W. Bush, the Republican/Lean Bush	43	44	42
42 John Kerry, the Democrat/Lean Kerry	46	43	49
6 Ralph Nader/Lean Nader	6	6	4
<u>6</u> Other/DK (VOL.)	<u>5</u>	<u>7</u>	<u>5</u>
100	100	100	100

**ASK ALL:**

Q.7 Suppose there were only two major candidates for president and you had to choose between George W. Bush, the Republican and John Kerry, the Democrat [ROTATE]. Who would you vote for?

**IF OTHER OR DK (3,9 IN Q.7) ASK:**

Q.7a As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS Q.7]?

**BASED ON REGISTERED VOTERS [N=1426]:**

	Bush/ <u>Lean Bush</u>	Kerry/ <u>Lean Kerry</u>	Other/ <u>DK</u>
June, 2004	48	46	6=100
May, 2004	45	50	5=100
Late March, 2004	46	47	7=100
Mid-March, 2004	43	52	5=100
Late February, 2004	44	48	8=100
Early February, 2004	47	47	6=100
Early January, 2004	52	41	7=100
October, 2003	50	42	8=100
<b>Selected Trends:</b> June, 2000	45 <i>Bush</i>	46 <i>Gore</i>	9=100
June, 1996	40 <i>Dole</i>	55 <i>Clinton</i>	5=100
June, 1992	45 <i>Bush, Sr.</i>	41 <i>Clinton</i>	14=100
May, 1988	40 <i>Bush, Sr.</i>	53 <i>Dukakis</i>	7=100

<sup>7</sup> In May 1994 the item was worded "The death and funeral of Richard M. Nixon."

**THOSE WHO CHOSE JOHN KERRY (IN Q.7/Q.7a), ASK:**

Q.8 Would you say that your choice is more a vote FOR John Kerry or more a vote AGAINST George W. Bush?

**THOSE WHO CHOSE GEORGE W. BUSH (IN Q.7/Q.7a), ASK:**

Q.9 Would you say that your choice is more a vote FOR George W. Bush or more a vote AGAINST John Kerry?

**BASED ON REGISTERED VOTERS [N=1426]:**

	----- KERRY -----				----- BUSH -----				Other/ DK
	Total	Pro-Kerry	Anti-Bush	Un-decid	Total	Pro-Bush	Anti-Kerry	Un-decid	
<b>2004</b>									
June	<b>46</b>	17	27	2	<b>48</b>	35	11	2	<b>6=100</b>
May	<b>50</b>	15	32	3	<b>45</b>	33	10	2	<b>5=100</b>
Late Mar	<b>47</b>	17	27	3	<b>46</b>	36	8	2	<b>7=100</b>
Mid-Mar	<b>52</b>	21	29	2	<b>43</b>	34	7	2	<b>5=100</b>
Feb	<b>47</b>	15	30	2	<b>47</b>	39	6	2	<b>6=100</b>

	----- GORE -----				----- BUSH -----				Other/ DK
	Total	Pro-Gore	Anti-Bush	Un-decid	Total	Pro-Bush	Anti-Gore	Un-decid	
<b>2000</b>									
Nov	<b>45</b>	29	14	2	<b>41</b>	27	12	2	<b>14=100</b>
Sept	<b>47</b>	30	14	3	<b>41</b>	24	14	3	<b>12=100</b>

	----- CLINTON -----				----- DOLE -----				----- PEROT -----			Other/ DK	
	Total	Pro-Clinton	Anti-other	Un-decid	Total	Pro-Dole	Anti-other	Un-decid	Total	Perot	Other		
<b>1996</b>													
Nov	<b>51</b>	33	15	3	<b>32</b>	15	15	2	<b>9</b>	4	5	*	<b>8=100</b>
Oct	<b>51</b>	33	16	2	<b>34</b>	15	18	1	<b>8</b>	4	4	*	<b>7=100</b>
Sept	<b>52</b>	35	15	2	<b>34</b>	16	17	1	<b>8</b>	3	5	0	<b>6=100</b>
Mar	<b>53</b>	30	20	3	<b>41</b>	15	25	1	--	--	--	--	<b>6=100</b>

	----- CLINTON -----				----- BUSH -----				----- PEROT -----			Other/ DK	
	Total	Pro-Clinton	Anti-other	Un-decid	Total	Pro-Bush	Anti-other	Un-decid	Total	Perot	Other		
<b>1992</b>													
Oct	<b>48</b>	23	22	3	<b>35</b>	19	13	3	<b>8</b>	3	5	*	<b>9=100</b>
Sept	<b>53</b>	21	29	3	<b>38</b>	20	16	2	--	--	--	--	<b>9=100</b>
Aug	<b>57</b>	27	28	2	<b>37</b>	20	16	1	--	--	--	--	<b>6=100</b>
Mar	<b>44</b>	13	29	2	<b>49</b>	32	15	2	--	--	--	--	<b>7=100</b>

	----- DUKAKIS -----				----- BUSH -----				Other/ DK
	Total	Pro-Dukakis	Anti-Bush	Un-decid	Total	Pro-Bush	Anti-Dukakis	Un-decid	
<b>1988</b>									
Oct	<b>42</b>	23	15	4	<b>50</b>	31	16	3	<b>8=100</b>
Sept	<b>44</b>	21	19	4	<b>50</b>	31	15	4	<b>6=100</b>
May	<b>53</b>	23	26	4	<b>40</b>	26	11	3	<b>7=100</b>

**ASK IF BUSH OR KERRY NAMED IN Q.7 OR Q.7a:**

Q.12a What do you like most about (INSERT NAME CHOSEN FROM Q.7 OR Q.7a) — his personality, his leadership ability, his experience, or his stand on issues?

**BASED ON REGISTERED VOTERS WHO CHOSE BUSH OR KERRY IN Q.7/7a:**

	<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Stand on issues</u>	<u>Don't know</u>	
John Kerry	7	20	16	45	12=100	(N=649)
George W. Bush	8	33	4	49	6=100	(N=700)

**Trend for 2000:**

Al Gore

Late October, 2000	4	16	27	48	5=100
Mid-October, 2000	8	16	29	44	3=100
Early October, 2000	6	16	23	49	6=100
September, 2000	9	15	22	48	6=100
June, 2000	7	13	29	42	9=100
May, 2000	10	13	30	40	7=100
March, 2000	10	14	28	40	8=100
October, 1999	8	11	32	43	6=100

George W. Bush

Late October, 2000	10	21	5	59	5=100
Mid-October, 2000	13	18	9	55	5=100
Early October, 2000	8	20	7	58	7=100
September, 2000	9	19	9	55	8=100
June, 2000	10	19	11	50	10=100
May, 2000	12	22	8	51	7=100
March, 2000	14	24	10	42	10=100
October, 1999	13	25	11	42	9=100

**Trend for 1996:**

Bill Clinton

September, 1996	14	24	6	49	7=100
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Bob Dole

September, 1996	3	25	33	35	4=100
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**ASK IF BUSH OR KERRY NAMED IN Q.7 OR Q.7a:**

Q.12b What do you like LEAST about (INSERT NAME NOT CHOSEN FROM Q.7 OR Q.7a) — his personality, his leadership ability, his experience, or his stand on issues?

**BASED ON REGISTERED VOTERS WHO CHOSE BUSH OR KERRY IN Q.7/7a:**

	<u>Personality</u>	<u>Leadership</u>	<u>Experience</u>	<u>Stand on Issues</u>	<u>Don't know</u>	
John Kerry	16	11	6	52	15=100	(N=700)
George W. Bush	12	35	3	41	9=100	(N=649)

**Trend for 2000:**

Al Gore

Late October, 2000	27	15	6	43	9=100
Mid-October, 2000	27	18	5	43	7=100
Early October, 2000	26	14	4	44	12=100
September, 2000	17	17	7	48	11=100
June, 2000	17	19	6	43	15=100
May, 2000	22	22	6	41	9=100
March, 2000	22	20	5	43	10=100
October, 1999	24	22	5	39	10=100

George W. Bush

Late October, 2000	21	14	15	37	13=100
Mid-October, 2000	18	16	15	43	8=100
Early October, 2000	25	11	15	37	12=100
September, 2000	20	12	11	43	14=100
June, 2000	26	13	10	34	17=100
May, 2000	25	13	13	35	14=100
March, 2000	33	8	13	35	11=100
October, 1999	19	11	13	41	16=100

Q.15 Regardless of who you might support, who do you think is most likely to win the coming presidential election? [READ]

**BASED ON REGISTERED VOTERS [N=1426]:**

		<i>"A Democratic Candidate"</i>				George H.W. Bush			
		May	Early Feb	Mid-Jan	Sept	June	March	Feb	Oct
		<u>2004</u>	<u>2004</u>	<u>2004</u>	<u>2003</u>	<u>2003</u>	<u>1992</u>	<u>1992</u>	<u>1991</u>
51	George W. Bush, or	52	56	61	47	66	72	66	78
35	John Kerry	31	32	21	34	22	20	25	11
<u>14</u>	Don't know/Refused	<u>17</u>	<u>12</u>	<u>18</u>	<u>19</u>	<u>12</u>	<u>8</u>	<u>9</u>	<u>11</u>
100		100	100	100	100	100	100	100	100

Q.16 What one issue would you most like to hear presidential candidates talk about? (OPEN-END. ACCEPT UP TO THREE MENTIONS.)

		Sept	June	July	Sep	Oct	Oct
		<u>2003</u>	<u>2000</u>	<u>1999</u>	<u>1996</u>	<u>1995</u>	<u>1991</u>
29	Economy	45	11	4	13	14	43
20	Iraq/The war	11	-	-	-	-	-
7	Terrorism/Protecting the nation	15	-	-	-	-	-
6	Job situation/Unemployment	4	2	2	8	6	15
5	Health care reform/Health care in general	18	11	18	14	20	8
4	Gas Prices/Gas	-	4	-	-	-	-
4	Education/Education reform	5	12	9	11	6	11
3	Domestic Focus/Taking care of U.S. issues	-	-	-	-	-	-
3	Foreign Policy	2	6	6	4	5	-
2	Medicare/Senior citizens/Elderly	1	3	11	-	-	-
2	Morality/Lack of religion/Ethics	1	3	6	5	8	-
2	Taxes	2	7	9	16	8	6
2	Poverty/Homelessness	1	2	-	-	-	8
1	Abortion	1	3	1	4	-	10
1	Gay Marriage	-	-	-	-	-	-
1	Budget deficit/National debt	1	2	8	10	14	8
1	Environment	-	-	-	-	-	-
1	Military Issues/Defense	-	-	-	-	-	5
1	Social Security	2	10	14	-	-	4
8	Other issues						
10	Don't know/Refused	8	16	13	8	9	13

**Q.17 THRU Q.43 HELD FOR FUTURE RELEASE**

**ASK ALL:**

Q.44 Now I'd like your views on some people and organizations. (First,) would you say your overall opinion of... [INSERT ITEM; RANDOMIZE] is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? [INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]

	-----Favorable-----			-----Unfavorable-----			Never Heard of	Can't Rate
	Total	Very	Mostly	Total	Very	Mostly		
a. Congress	56	7	49	33	7	26	*	11=100
July, 2001	57	7	50	32	8	24	*	11=100
March, 2001	56	6	50	36	10	26	1	7=100
January, 2001	64	10	54	23	5	18	1	12=100
September, 2000 (RVs)	61	8	53	32	5	27	*	7=100
August, 1999	63	8	55	34	7	27	*	3=100
June, 1999	56	9	47	39	9	30	*	5=100
February, 1999	52	4	48	44	8	36	0	4=100
January, 1999	48	7	41	45	15	30	0	7=100
Early December, 1998	52	11	41	41	12	29	0	7=100
Early October, 1998 (RVs)	62	7	55	33	8	25	0	5=100
Early September, 1998	66	7	59	27	5	22	0	7=100
October, 1997	53	5	48	44	11	33	0	3=100
August, 1997	50	6	44	44	11	33	0	6=100
June, 1997	52	4	48	42	8	34	0	6=100
May, 1997	49	5	44	42	10	32	*	9=100
February, 1997	52	6	46	40	9	31	*	8=100
January, 1997	56	6	50	40	8	32	*	4=100
June, 1996	45	6	39	50	12	38	*	5=100
April, 1996	45	6	39	50	13	37	0	5=100
January, 1996	42	4	38	54	16	38	*	4=100
October, 1995	42	4	38	55	13	42	0	3=100
August, 1995	45	5	40	47	13	34	*	7=100
June, 1995	53	8	45	42	11	31	*	5=100
February, 1995	54	10	44	37	10	27	0	9=100
July, 1994	53	7	46	43	9	34	*	4=100
May, 1993	43	8	35	48	13	35	0	9=100
November, 1991	51	7	44	43	9	34	0	6=100
March, 1991	66	16	50	26	7	19	0	8=100
May, 1990	59	6	53	34	9	25	1	6=100
May, 1988	64	8	56	28	5	23	0	8=100
January, 1988	64	6	58	29	4	25	0	7=100
May, 1987	74	10	64	20	4	16	*	6=100
January, 1987	59	7	52	31	8	23	0	10=100
June, 1985	67	9	58	26	5	21	*	7=100
b. The military	85	48	37	10	3	7	*	5=100
<i>Newsweek</i> : May 16-17, 2002	93	59	34	5	2	3	--	2=100
<i>Newsweek</i> : September 13-14, 2001	94	58	36	4	2	2	--	2=100
July, 2001	81	29	52	11	4	7	*	8=100
January, 2001	82	32	50	12	3	9	0	6=100
August, 1999	89	30	59	10	2	8	*	1=100
June, 1999	83	36	47	13	2	11	0	4=100

**Q.44 CONTINUED...**

	-----Favorable-----			-----Unfavorable-----			Never Heard of	Can't Rate
	Total	Very	Mostly	Total	Very	Mostly		
Early September, 1998	86	29	57	10	3	7	0	4=100
October, 1997	78	22	56	18	5	13	0	4=100
May, 1997	80	23	57	16	5	11	0	4=100
February, 1996	82	33	49	16	4	12	*	2=100
July, 1994	87	30	57	11	3	8	*	2=100
May, 1993	85	32	53	10	2	8	0	5=100
March, 1991	94	60	34	4	2	2	0	2=100
May, 1990	73	18	55	21	6	15	*	6=100
January, 1988	77	20	57	17	3	14	*	6=100
April, 1987	80	17	63	16	4	12	0	4=100
January, 1987	73	19	54	16	5	11	*	11=100
July, 1986	85	32	53	10	3	7	0	5=100
June, 1985	77	24	53	18	5	13	*	5=100
<b>c. The Democratic Party</b>	54	12	42	36	11	25	0	10=100
Early February, 2004	58	14	44	37	9	28	*	5=100
June, 2003	54	11	43	38	10	28	0	8=100
April, 2003	57	13	44	36	11	25	*	7=100
December, 2002	54	15	39	37	10	27	*	9=100
July, 2001	58	18	40	34	10	24	*	8=100
January, 2001	60	18	42	30	9	21	1	9=100
September, 2000 (RVs)	60	16	44	35	12	23	*	5=100
August, 1999	59	14	45	37	9	28	*	4=100
February, 1999	58	11	47	37	11	26	0	5=100
January, 1999	55	14	41	38	12	26	0	7=100
Early December, 1998	59	18	41	34	10	24	0	7=100
Early October, 1998 (RVs)	56	11	45	38	9	29	*	6=100
Early September, 1998	60	13	47	33	8	25	*	7=100
March, 1998	58	15	43	36	10	26	*	6=100
August, 1997	52	11	41	42	10	32	0	6=100
June, 1997	61	10	51	33	8	25	*	6=100
January, 1997	60	13	47	35	7	28	*	5=100
October, 1995	49	9	40	48	11	37	0	3=100
December, 1994	50	13	37	44	13	31	*	6=100
July, 1994	62	13	49	34	7	27	*	4=100
May, 1993	57	14	43	34	9	25	0	9=100
July, 1992	61	17	44	33	9	24	*	6=100
<b>d. The Republican Party</b>	51	12	39	40	14	26	0	9=100
Early February, 2004	52	14	38	42	16	26	*	6=100
June, 2003	58	14	44	33	10	23	0	9=100
April, 2003	63	14	49	31	10	21	*	6=100
December, 2002	59	18	41	33	11	22	*	8=100
July, 2001	48	11	37	42	15	27	*	10=100
January, 2001	56	13	43	35	13	22	*	9=100
September, 2000 (RVs)	53	11	42	40	12	28	0	7=100
August, 1999	53	8	45	43	12	31	*	4=100
February, 1999	44	7	37	51	15	36	0	5=100
January, 1999	44	10	34	50	23	27	0	6=100

**Q.44 CONTINUED...**

	-----Favorable-----			-----Unfavorable-----			Never Heard of	Can't Rate
	Total	Very	Mostly	Total	Very	Mostly		
Early December, 1998	46	11	35	47	20	27	*	7=100
Early October, 1998 (RVs)	52	9	43	42	14	28	0	6=100
Early September, 1998	56	9	47	37	11	26	*	7=100
March, 1998	50	10	40	43	12	31	*	7=100
August, 1997	47	9	38	47	11	36	*	6=100
June, 1997	51	8	43	42	11	31	1	6=100
January, 1997	52	8	44	43	10	33	*	5=100
October, 1995	52	10	42	44	16	28	*	4=100
December, 1994	67	21	46	27	8	19	*	6=100
July, 1994	63	12	51	33	8	25	*	4=100
May, 1993	54	12	42	35	10	25	0	11=100
July, 1992	46	9	37	48	17	31	*	6=100
<b>e. George W. Bush</b>								
Early February, 2004	52	19	33	45	22	23	*	3=100
<i>Gallup:</i> January 29 - February 1, 2004	53	21	32	44	25	19	0	3=100
<i>Gallup:</i> January 2-5, 2004	52	--	--	47	--	--	--	1=100
<i>Gallup:</i> January 2-5, 2004	65	--	--	35	--	--	--	*=100
<i>Gallup:</i> October 6-8, 2003	60	--	--	39	--	--	--	1=100
<i>Gallup:</i> June 9-10, 2003	66	--	--	33	--	--	--	1=100
April 11-16, 2003	72	37	35	25	11	14	0	3=100
December, 2002	68	35	33	27	11	16	0	5=100
July, 2001	61	22	39	35	14	21	*	4=100
January, 2001	60	24	36	33	12	21	0	7=100
May, 2000	58	18	40	31	12	19	1	10=100
March, 1999**	61	21	40	21	7	14	4	14=100
November, 1997	54	13	41	18	6	12	9	19=100
<b>f. John Kerry</b>								
Early February, 2004	50	11	39	41	16	25	0	9=100
January, 2003	58	14	44	28	8	20	1	13=100
January, 2003	30	6	24	16	4	12	36	18=100
<b>g. Ralph Nader</b>								
March 26-28, 2004	26	4	22	44	20	24	4	26=100
<i>Gallup:</i> March 26-28, 2004	30	--	--	48	--	--	7	15=100
<i>Gallup:</i> August 3-5, 2001	42	--	--	31	--	--	13	14=100
<i>Gallup:</i> July 14-16, 2000	42	--	--	22	--	--	17	19=100
<i>Gallup:</i> June 6-7, 2000	36	--	--	22	--	--	18	24=100
<i>Gallup:</i> April 28-30, 2000	41	--	--	20	--	--	18	21=100

\*\* In March 1999 and November 1997 the category was listed: "Texas Governor George W. Bush."

**ASK IF FAVORABLE OPINION OF BUSH/KERRY (1,2 IN Q.44e/f):**

Q.45/Q.47 You mentioned having a favorable opinion of (George W. Bush/John Kerry) – what one thing comes to mind that you like most about him? [OPEN END; PROBE ONCE FOR CLARITY ONLY IF NECESSARY; DO NOT PROBE FOR ADDITIONAL]

**FAVORABLE OF BUSH [N=951]:**

<b>65</b>	<b>PERSONAL CHARACTERISTICS (NET)</b>
13	Honesty/Sincerity/Integrity
11	Leadership
10	Religiosity/Morality/Christian
8	Standing up for beliefs
7	Personality/Attitude/Communication
5	General character
3	Strength/toughness
2	Normal guy
2	Consistency
2	Experience
2	Family man
1	Decisiveness
6	Other personal characteristics
<b>26</b>	<b>POLICIES (NET)</b>
7	Sept. 11 <sup>th</sup> /Terrorism
7	War in Iraq
6	General policy
2	Policy on the military
1	Abortion
1	Economy
1	Social policy (non-abortion)
2	Other policy
<b>7</b>	<b>OTHER (NET)</b>
1	He is a Republican
6	Other
5	Don't know/No answer

**FAVORABLE OF KERRY [N=895]:**

<b>46</b>	<b>PERSONAL CHARACTERISTICS (NET)</b>
10	Military service
9	Personality/Attitude/Communication
7	Honesty/Sincerity/Integrity
4	Experience
4	Leadership
4	General character
3	Intelligence
1	Normal guy
1	Standing up for beliefs
1	Strength/toughness
1	Religiosity/Morality/Christian
6	Other personal characteristics
<b>26</b>	<b>POLICIES (NET)</b>
9	General policy
5	Stand on war in Iraq
4	Economy
2	Health care
1	Foreign policy
1	Jobs
1	Education
1	Getting U.S. out of Iraq
1	Social policy (non-abortion)
1	Tax policy
1	Policy on military
1	Protesting Vietnam
2	Other policy
<b>18</b>	<b>OTHER (NET)</b>
7	He is not Bush
6	He is a Democrat
4	Other
1	Campaign/Criticism of Bush
12	Don't know/No answer

**ASK IF UNFAVORABLE OPINION OF BUSH (3,4 IN Q.44e/f):**

Q.46/Q.48 You mentioned having an unfavorable opinion of (George W. Bush/John Kerry) – what one thing comes to mind that you DISlike most about him? [OPEN END; PROBE ONCE FOR CLARITY ONLY IF NECESSARY; DO NOT PROBE FOR ADDITIONAL]

**UNFAVORABLE OF BUSH [N=800]:**

<b>58</b>	<b>POLICIES (NET)</b>
32	War in Iraq
7	General policy
7	Economy
4	Foreign policy
2	Price of oil/gas
2	Jobs
2	Sept. 11 <sup>th</sup> /Terrorism
2	Social policy (non-abortion)
2	Tax policy
1	Policy on the military
1	Education
1	Health Care
3	Other policy
<b>34</b>	<b>PERSONAL CHARACTERISTICS (NET)</b>
12	Personality/Attitude/Communication
8	Honesty/sincerity/Integrity
4	Intelligence
4	General character
2	Leadership
1	Religiosity/Morality/Christian
1	Consistency
1	Experience
4	Other personal characteristics
<b>7</b>	<b>OTHER (NET)</b>
5	Don't know/No answer

**UNFAVORABLE OF KERRY [N=763]:**

<b>60</b>	<b>PERSONAL CHARACTERISTICS (NET)</b>
19	Consistency
12	Personality/Attitude/Communication
9	Honesty/sincerity/Integrity
9	General character
2	Experience
2	Standing up for beliefs
1	Decisiveness
1	Leadership
1	Religiosity/Morality/Christian
1	Military service
4	Other personal characteristics
<b>19</b>	<b>POLICIES (NET)</b>
8	General policy
3	Protesting Vietnam
3	Abortion
1	Stand on war in Iraq
1	Social policy (non-abortion)
1	Tax policy
1	Policy on military
1	Sept. 11/Terrorism
1	Economy
1	Foreign policy
1	Other policy
<b>14</b>	<b>OTHER (NET)</b>
7	Campaign/Criticism of Bush
2	He is a Democrat
1	He is not Bush
5	Other
10	Don't know/No answer

**ASK ALL:**

Now thinking about Iraq...

Q.51 Do you think the U.S. made the right decision or the wrong decision in using military force against Iraq?

	<u>Right decision</u>	<u>Wrong decision</u>	<u>Don't know/Refused</u>
June, 2004	55	38	7=100
May, 2004	51	42	7=100
Late April, 2004	54	37	9=100
Early April, 2004	57	35	8=100
Mid-March, 2004	55	39	6=100
Late February, 2004	60	32	8=100
Early February, 2004	56	39	5=100
Mid-January, 2004	65	30	5=100
Early January, 2004	62	28	10=100

**Q.51 CONTINUED...**

	<u>Right decision</u>	<u>Wrong decision</u>	<u>Don't know/ Refused</u>
December, 2003	67	26	7=100
October, 2003	60	33	7=100
September, 2003	63	31	6=100
August, 2003	63	30	7=100
Early July, 2003	67	24	9=100
May, 2003	74	20	6=100
<i>April 10-16, 2003</i>	<i>74</i>	<i>19</i>	<i>7=100</i>
<i>April 8-9, 2003</i>	<i>74</i>	<i>19</i>	<i>7=100</i>
<i>April 2-7, 2003</i>	<i>72</i>	<i>20</i>	<i>8=100</i>
<i>March 28-April 1, 2003</i>	<i>69</i>	<i>25</i>	<i>6=100</i>
<i>March 25-27, 2003</i>	<i>74</i>	<i>21</i>	<i>5=100</i>
<i>March 23-24, 2003</i>	<i>74</i>	<i>21</i>	<i>5=100</i>
<i>March 20-22, 2003</i>	<i>71</i>	<i>22</i>	<i>7=100</i>
Late January, 1991	77	15	9=100

**Q.52 How well is the U.S. military effort in Iraq going? [READ IN ORDER]**

	<u>Very well</u>	<u>Fairly well</u>	<u>Not too well</u>	<u>Not at all well</u>	<u>Don't know/ Refused</u>
June, 2004	16	41	25	14	4=100
May, 2004	10	36	32	19	3=100
Late April, 2004	12	43	26	15	4=100
Early April, 2004	14	43	26	13	4=100
Mid-March, 2004	16	45	26	11	2=100
Early February, 2004	17	46	23	11	3=100
Mid-January, 2004	22	51	18	6	3=100
Early January, 2004	23	47	18	7	5=100
December, 2003	28	47	16	6	3=100
October, 2003	16	44	25	11	4=100
September, 2003	15	47	26	9	3=100
August, 2003	19	43	24	11	3=100
Early July, 2003	23	52	16	5	4=100
<b>Iraq War Tracking:</b>					
April 10-16, 2003	61	32	3	1	3=100
April 8-9, 2003	60	32	3	3	2=100
April 2-7, 2003	55	37	3	2	3=100
March 25-April 1, 2003	39	46	8	2	5=100
March 23-24, 2003	45	41	6	2	6=100
March 20-22, 2003	65	25	2	1	7=100

Q.53 Do you think the U.S. should keep military troops in Iraq until a stable government is established there, or do you think the U.S. should bring its troops home as soon as possible?

**IF “KEEP TROOPS IN IRAQ” (1 IN Q.53) ASK:**

Q.54 Do you think more troops are needed in Iraq right now, or do you think there are already enough troops there to do the job?

		May <u>2004</u>	Late April <u>2004</u>	Early April <u>2004</u>	Early Jan <u>2004</u> <sup>8</sup>	Oct <u>2003</u>	Sept <u>2003</u>
51	Keep troops in Iraq	53	53	50	63	58	64
18	More troops needed	--	--	--	29	32	34
23	Have enough there to do the job	--	--	--	26	21	25
*	Reduce number of troops (VOL.)	--	--	--	*	*	*
10	Don't know/Refused (VOL.)	--	--	--	8	5	5
44	Bring troops home	42	40	44	32	39	32
<u>5</u>	Don't know/Refused	<u>5</u>	<u>7</u>	<u>6</u>	<u>5</u>	<u>3</u>	<u>4</u>
100		100	100	100	100	100	100

**ASK ALL:**

Q.55 Do you think George W. Bush has a clear plan for bringing the situation in Iraq to a successful conclusion, or don't you think so?

		Late April <u>2004</u>	Early April <u>2004</u>	Dec <u>2003</u>	Oct <u>2003</u>	Sept <u>2003</u>
37	Has a clear plan	36	32	44	35	32
55	Doesn't have a clear plan	54	57	45	54	58
<u>8</u>	Don't know/Refused (VOL.)	<u>10</u>	<u>11</u>	<u>11</u>	<u>11</u>	<u>10</u>
100		100	100	100	100	100

Q.56 Do you think the war in Iraq has helped the war on terrorism, or has it hurt the war on terrorism?

		Mid- March <u>2004</u>	Late Feb <u>2004</u>	Early Feb <u>2004</u>	Dec <u>2003</u>	Sept <u>2003</u>	May <u>2003</u>	April <u>2003</u> <sup>9</sup>	Early Oct <u>2002</u>
43	Helped	50	62	55	59	54	65	63	52
44	Hurt	37	28	32	26	31	22	22	34
4	No effect (VOL.)	5	3	7	6	7	6	--	--
<u>9</u>	Don't know/Refused	<u>8</u>	<u>7</u>	<u>6</u>	<u>9</u>	<u>8</u>	<u>7</u>	<u>15</u>	<u>14</u>
100		100	100	100	100	100	100	100	100

<sup>8</sup> In Early January 2004 and earlier, the follow-up question was worded “more coalition troops.”

<sup>9</sup> In April 2003, the question was worded: “Do you think the war in Iraq will help the war on terrorism, or will it hurt the war on terrorism?” In Early October 2002 the question was worded: “If the U.S. uses military force in Iraq, do you think this will help the war on terrorism, or will it hurt the war on terrorism?”

Q.57 Thinking about the people you know, would you say they are becoming LESS emotionally involved in the news from Iraq than they were, MORE emotionally involved, or are the people you know about as involved as they had been?

		<u>May 2004</u>
35	Less emotionally involved	26
23	More emotionally involved	33
37	About as involved as they have been	36
1	Mixed / Some more, some less (VOL.)	1
<u>4</u>	Don't know/Refused (VOL.)	<u>4</u>
100		100

Q.58 Some people are comparing Iraq to the war in Vietnam thirty years ago. Do you think Iraq will turn out to be another Vietnam, or do you think the U.S. will accomplish its goals in Iraq?

		<u>Late April 2004</u>
29	Will be another Vietnam	25
55	U.S. will accomplish its goals	54
4	Too early to tell (VOL.)	6
<u>12</u>	Don't know/Refused (VOL.)	<u>15</u>
100		100

Q.59 On June 30<sup>th</sup>, the U.S. is planning to hand over civilian authority to Iraqi leaders. How much have you heard about this... a lot, a little, or nothing at all?

42	A lot
40	A little
17	Nothing at all
<u>1</u>	Don't know/Refused (VOL.)
100	

Q.60 All in all, do you think that Iraqi officials will be able to form an effective government after this transfer of power, or don't you think they will be able to do so?

41	They will be able to form an effective government
45	Don't think they will be able to
<u>14</u>	Don't know/Refused (VOL.)
100	

Q.61 How much longer do you think United States troops will have to remain in Iraq – for less than a year, one to two years, two to five years, or will the U.S. troops have to stay in Iraq for longer than five years?

		----- CBS/New York Times -----			
		<u>April</u>	<u>March</u>	<u>Dec</u>	<u>July</u>
		<u>2004</u>	<u>2004</u>	<u>2003</u>	<u>2003</u>
17	Less than a year	8	8	15	13
33	One to two years	27	22	34	31
26	Two to five years	33	35	31	31
16	Longer than five years	25	26	12	18
<u>8</u>	Don't know/Refused (VOL.)	<u>7</u>	<u>9</u>	<u>8</u>	<u>7</u>
100		100	100	100	100

Q.62 How worried are you that there will soon be another terrorist attack in the United States? **[READ]**

	<u>Very worried</u>	<u>Somewhat worried</u>	<u>Not too worried</u>	<u>Not at all worried</u>	<u>Don't know/ Refused</u>
June, 2004	25	42	20	12	1=100
Mid-March, 2004	20	42	25	12	1=100
Early February, 2004	13	42	28	16	1=100
Mid-January, 2004	20	45	24	10	1=100
August, 2003	13	45	29	12	1=100
March, 2003	22	42	20	14	2=100
February, 2003	34	41	17	7	1=100
January, 2003	18	50	23	8	1=100
December, 2002	31	42	18	8	1=100
Early October, 2002	20	46	22	11	1=100
Late August, 2002	16	46	25	12	1=100
June, 2002	32	44	17	7	*=100
January, 2002	20	42	28	9	1=100
December, 2001	13	39	27	19	2=100
October 15-21, 2001	29	42	18	10	1=100
October 10-14, 2001	27	40	19	12	2=100
Early October, 2001	28	45	15	11	1=100

Q.63 How would you rate the job the government is doing in defending America from future terrorist attacks?  
Would you say the government is doing an excellent job, a good job, only a fair job, or a poor job?

		<u>Late Aug 2002<sup>10</sup></u>	<u>Jan 2002</u>	<u>Early Nov 2001</u>	<u>Oct 15-21 2001</u>	<u>Oct 10-14 2001</u>
14	Excellent	13	13	15	18	20
46	Good	44	47	47	51	47
29	Only fair	30	31	25	22	22
8	Poor	8	6	7	5	4
<u>3</u>	<u>Don't know/Refused</u>	<u>5</u>	<u>3</u>	<u>6</u>	<u>4</u>	<u>7</u>
100		100	100	100	100	100

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<sup>10</sup> In Late August 2002 the question was worded: "How would you rate the job the government is doing defending Americans at home from future terrorist attacks..." In January 2002 and earlier the question was worded: "How would you rate the job the government is doing in BUILDING DEFENSES at home to prevent future terrorist attacks? Would you say ..."