

TREND IN PRESIDENTIAL TRIAL HEAT

(Based on Registered Voters)

	----- Mid-July, 2003 -----			----- September, 2003 -----			<i>Change in Prefer Dem</i>
	<u>Bush Re-elected</u> %	<u>Prefer Democrat</u> %	<u>Other/DK</u> %	<u>Bush Re-elected</u> %	<u>Prefer Democrat</u> %	<u>Other/DK</u> %	
Total	47	37	16=100	45	43	12=100	+6
Sex							
Male	51	33	16	49	37	14	+4
Female	43	40	17	41	48	11	+8
Race							
White	53	31	16	50	37	13	+6
Non-white	20	61	19	18	71	11	+10
Black	11	70	19	8	82	10	+12
Race and Sex							
White Men	56	30	14	55	31	14	+1
White Women	49	33	18	45	43	12	+10
Age							
Under 30	38	43	19	41	50	9	+7
30-49	49	36	15	46	42	12	+6
50-64	51	34	15	50	38	12	+4
65+	43	36	21	38	47	15	+11
Sex and Age							
Men under 50	52	34	14	48	38	14	+4
Women under 50	42	41	17	41	50	9	+9
Men 50+	52	31	17	50	36	14	+5
Women 50+	44	38	18	41	47	12	+9
Education							
College Grad.	47	38	15	42	46	12	+8
Some College	50	36	14	46	41	13	+5
High School or Less	45	36	19	45	43	12	+7
Family Income							
\$75,000+	55	34	11	46	41	13	+7
\$50,000-\$74,999	57	30	13	52	37	11	+7
\$30,000-\$49,999	47	37	16	50	40	10	+3
\$20,000-\$29,999	40	38	22	36	47	17	+9
<\$20,000	30	50	20	33	59	8	+9

Question: Looking ahead, would you like to see George W. Bush re-elected president in 2004 or would you prefer that a Democratic candidate win the election?

Continued on next page..

	----- Mid-July, 2003 -----			----- September, 2003 -----			<i>Change in Prefer Dem</i>
	Bush	Prefer		Bush	Prefer		
	<u>Re-elected</u>	<u>Democrat</u>	<u>Other/DK</u>	<u>Re-elected</u>	<u>Democrat</u>	<u>Other/DK</u>	
	%	%	%	%	%	%	
Total	47	37	16=100	45	43	12=100	+6
Region							
East	39	44	17	36	51	13	+7
Midwest	49	32	19	43	42	15	+10
South	51	35	14	50	40	10	+5
West	44	38	18	45	42	13	+4
Religious Affiliation							
Total White Protestant	59	27	14	59	30	11	+3
- Evangelical	69	21	10	64	25	11	+4
- Non-Evangelical	47	35	18	52	37	11	+2
White Catholic	52	31	17	43	44	13	+13
Secular	26	45	29	30	54	16	+9
Community Size							
Large City	38	47	15	40	51	9	+4
Suburb	47	38	15	43	47	10	+9
Small City/Town	46	35	19	42	43	15	+8
Rural Area	56	28	16	55	31	14	+3
Party ID							
Republican	89	3	8	89	6	5	+3
Democrat	11	76	13	11	78	11	+2
Independent	41	32	27	41	39	20	+7
Party and Ideology							
Conservative Republican	93	2	5	93	2	5	0
Moderate/Liberal Rep.	82	6	12	81	13	6	+7
Conservative/Mod. Dem.	14	74	12	12	74	14	0
Liberal Democrat	4	85	11	7	89	4	+4
Bush Approval							
Approve	75	14	11	76	16	8	+2
Disapprove	2	78	20	3	85	12	+7
Parental Status							
Parent	49	35	16	49	41	10	+6
Non-Parent	45	38	17	42	45	13	+7
Marital Status							
Married	58	29	13	50	37	13	+8
Unmarried	33	46	21	37	52	11	+6
Labor Union							
Union Household	37	43	20	38	45	17	+2
Non-Union Household	48	36	16	46	43	11	+7

BUSH ON ECONOMY AND TERRORISM

	<i>Improving Economic Conditions</i>			<i>Protecting the U.S. from Terrorism</i>			(N)
	Doing as much	Could be	Can't	Doing as much	Could be	Can't	
	<u>as he can</u>	<u>doing more</u>	<u>say</u>	<u>as he can</u>	<u>doing more</u>	<u>say</u>	
	%	%	%	%	%	%	
Total	26	70	4=100	66	30	4=100	(1500)
Sex							
Male	27	70	3	69	27	4	(717)
Female	25	71	4	62	33	5	(783)
Race							
White	28	68	4	70	26	4	(1259)
Non-white	18	79	3	49	44	7	(212)
Black	14	83	3	42	51	7	(133)
Hispanic*	17	80	3	55	44	1	(73)
Race and Sex							
White Men	30	67	3	72	25	3	(590)
White Women	27	69	4	68	28	4	(669)
Age							
Under 30	17	80	3	66	32	2	(254)
30-49	29	69	2	64	33	3	(571)
50-64	26	70	4	70	24	6	(369)
65+	29	63	8	65	27	8	(279)
Sex and Age							
Men under 50	28	70	1	67	30	3	(418)
Women under 50	22	76	2	61	36	3	(407)
Men 50+	25	69	6	74	22	4	(289)
Women 50+	29	65	6	63	28	9	(359)
Education							
College Grad.	26	73	2	69	27	4	(570)
Some College	25	72	3	64	31	5	(366)
High School	26	69	5	64	32	4	(447)
<H.S. Grad.	27	67	6	66	30	4	(106)
Family Income							
\$75,000+	28	71	1	67	30	3	(369)
\$50,000-\$74,999	29	67	4	70	26	4	(239)
\$30,000-\$49,999	26	70	4	70	27	3	(330)
\$20,000-\$29,999	21	75	4	67	29	4	(174)
<\$20,000	24	71	5	55	40	5	(228)

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

Question: In your opinion, is President Bush doing as much as he can to improve economic conditions/protect the U.S. from terrorism or do you think he could be doing more?

Continued on next page...

	<i>Improving Economic Conditions</i>			<i>Protecting the U.S. from Terrorism</i>			(N)
	Doing as much	Could be	Can't	Doing as much	Could be	Can't	
	<u>as he can</u>	<u>doing more</u>	<u>say</u>	<u>as he can</u>	<u>doing more</u>	<u>say</u>	
	%	%	%	%	%	%	
Total	26	70	4=100	66	30	4=100	(1500)
Region							
East	20	74	6	65	32	3	(294)
Midwest	25	71	4	63	32	5	(373)
South	29	67	4	67	30	3	(536)
West	27	72	1	67	26	7	(297)
Religious Affiliation							
Total White Protestant	33	63	4	73	23	4	(682)
- Evangelical	38	57	5	76	20	4	(334)
- Non-Evangelical	27	70	3	69	26	5	(348)
White Catholic	25	71	4	71	28	1	(279)
Secular	22	74	4	62	33	5	(163)
Community Size							
Large City	21	77	2	58	36	6	(294)
Suburb	25	72	4	66	31	3	(372)
Small City/Town	25	71	4	65	31	4	(515)
Rural Area	33	61	6	74	22	4	(291)
Party ID							
Republican	48	47	5	78	18	4	(457)
Democrat	12	85	3	55	39	6	(477)
Independent	21	76	3	69	29	3	(471)
Party and Ideology							
Conservative Republican	57	40	3	84	13	3	(267)
Moderate/Liberal Rep.	33	60	7	69	27	4	(182)
Conservative/Mod. Dem.	13	84	3	56	40	4	(312)
Liberal Democrat	10	86	4	52	39	9	(161)
Bush Approval							
Approve	40	57	3	78	20	2	(810)
Disapprove	7	92	1	48	46	6	(568)
Parental Status							
Parent	28	70	2	64	33	3	(457)
Non-Parent	24	71	5	67	28	5	(1029)
Marital Status							
Married	28	68	4	69	27	4	(815)
Unmarried	23	73	4	62	33	5	(685)
Labor Union							
Union Household	22	71	7	65	29	6	(219)
Non-Union Household	27	70	3	66	30	4	(1255)

PERCENT FOLLOWING EACH NEWS STORY “VERY CLOSELY”

	Current situation <u>in Iraq</u>	Hurricane <u>Isabel</u>	High gas prices	Condition of <u>economy</u>	Electric Blackout in North <u>East</u>	10 Comm. controversy <u>in AL</u> *	Mid- East <u>Violence</u>	CA Recall <u>Election</u>	North Korea’s Nuclear <u>Program</u>	Dem Pres. <u>Nom.</u> *
	%	%	%	%	%	%	%	%	%	%
Total	50	47	45	39	33	32	31	19	19	17
Sex										
Male	50	42	45	42	31	29	32	21	24	17
Female	49	51	45	36	36	36	31	18	15	16
Race										
White	49	46	43	37	31	33	30	20	20	15
Non-white	50	56	54	46	45	32	33	16	16	25
Race and Sex										
White Men	50	41	40	40	29	28	29	22	25	15
White Women	49	50	46	35	33	37	32	19	16	15
Age										
Under 30	41	34	40	16	26	21	28	14	16	8
30-49	48	50	43	43	35	29	29	17	20	17
50-64	55	45	46	47	32	38	34	24	20	19
65+	57	59	52	49	42	48	36	27	20	24
Education										
College Grad.	50	44	35	43	35	28	38	25	19	18
Some College	51	45	47	39	31	33	37	23	24	16
H.S. Grad or Less	48	50	49	37	34	35	25	15	17	16
Region										
East	52	56	45	40	43	24	32	13	23	21
Midwest	50	39	34	40	32	30	23	10	17	13
South	49	58	50	38	34	43	34	18	18	17
West	48	30	48	38	24	26	34	37	21	16
Party ID										
Republican	48	45	42	33	30	42	29	22	17	11
Democrat	52	55	46	48	41	31	31	20	17	27
Independent	51	41	45	35	28	26	32	20	25	13

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?

* These items were asked of the full sample; all other items were split-form