

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>	
	%	%	%				
Total	45	50	5=100	48	46	6=100	(1426)
Sex							
Male	50	46	4	50	46	4	(669)
Female	41	53	6	46	47	7	(757)
Race							
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)
Race and Sex							
White Men	54	41	5	57	40	3	(563)
White Women	49	47	4	54	40	6	(633)
Age							
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)
Sex and Age							
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)
Education							
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)
Family Income							
\$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?

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	-----May 2004-----			-----June 2004-----			
	Bush/Lean Bush %	Kerry/Lean Kerry %	Undecided/ Other %	Bush/Lean Bush %	Kerry/Lean Kerry %	Undecided/ Other %	(N)
Total	45	50	5=100	48	46	6=100	(1426)
Region							
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)
Religious Affiliation							
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)
Community Size							
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)
Party ID							
Republican	90	8	2	92	7	1	(472)
Democrat	9	87	4	10	85	5	(495)
Independent	43	50	7	46	45	9	(406)
Party and Ideology							
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)
Bush Approval							
Approve	88	10	2	88	8	4	(708)
Disapprove	7	89	4	6	89	5	(625)
Use of Force in Iraq							
Right Decision	75	22	3	75	21	4	(773)
Wrong Decision	11	83	6	13	83	4	(560)
Labor Union							
Union Household	36	57	7	31	62	7	(237)
Non-Union Household	46	49	5	52	43	5	(1181)
Battleground States							
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	
	%	%	%	%	%	%	%	
Total	55	38	7=100	43	44	4	9=100	(1806)
Sex								
Male	57	38	5	48	43	4	5	(863)
Female	53	38	9	39	45	5	11	(943)
Race								
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)
Race and Sex								
White Men	61	34	5	52	39	4	5	(704)
White Women	59	33	8	43	39	6	12	(781)
Age								
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)
Sex and Age								
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)
Education								
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)
Family Income								
\$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>	<u>No effect</u>		<u>(N)</u>
	<u>Decision</u>	<u>Decision</u>				<u>(VOL)</u>	<u>DK/Ref</u>	
	%	%	%	%	%	%	%	
Total	55	38	7=100	43	44	4	9=100	(1806)
Region								
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)
Religious Affiliation								
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)
Community Size								
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)
Party ID								
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)
Party and Ideology								
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)
Bush Approval								
Approve	84	11	5	69	20	3	8	(887)
Disapprove	25	69	6	16	72	5	7	(779)
Male Veterans								
Male Veteran	57	39	4	49	42	4	5	(271)
Male Non-Veteran	58	36	6	48	43	4	5	(590)
Labor Union								
Union Household	45	48	7	37	51	6	6	(272)
Non-Union Household	57	36	7	45	42	4	9	(1523)
2004 Vote Preference (RVs)								
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)
	%	%	%	%		
Total	58	40	39	34	28	(1806)
Sex						
Male	58	37	43	34	31	(863)
Female	58	42	36	35	25	(943)
Race						
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)
Race and Sex						
White Men	54	36	42	33	30	(704)
White Women	57	44	37	36	27	(781)
Age						
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)
Education						
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)
Income						
\$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)
Region						
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)
Party ID						
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?