

PRESIDENTIAL TRIAL HEAT
(Based on Registered Voters)

	<u>Bush-Cheney/ Lean Bush-Cheney</u>	<u>Kerry-Edwards/ Lean Kerry-Edwards</u>	<u>Nader-Camejo/ Lean Nader-Camejo</u>	<u>Other/ DK</u>	(N)
	%	%	%	%	
Total	44	46	3	7=100	(1568)
Sex					
Male	47	43	5	5	(720)
Female	40	49	2	9	(848)
Race					
White	49	42	3	6	(1323)
Non-white	19	68	5	8	(228)
Black	8	81	2	9	(161)
Hispanic*	41	52	3	4	(86)
Race and Sex					
White Men	52	39	4	5	(623)
White Women	47	44	1	8	(700)
Age					
Under 30	44	44	9	3	(189)
30-49	45	45	3	7	(573)
50-64	42	50	1	7	(452)
65+	43	46	2	9	(341)
Sex and Age					
Men under 50	46	42	7	5	(356)
Women under 50	43	47	3	7	(406)
Men 50+	49	43	2	6	(360)
Women 50+	38	52	1	9	(433)
Education					
College Grad.	46	48	2	4	(654)
Some College	47	44	4	5	(407)
High School Grad.	40	47	3	10	(436)
< H.S. Grad.**	42	44	5	9	(67)
Family Income					
\$75,000+	53	40	2	5	(451)
\$50,000-\$74,999	49	42	4	5	(272)
\$30,000-\$49,999	44	48	4	4	(346)
\$20,000-\$29,999	35	56	2	7	(146)
<\$20,000	26	57	5	12	(174)

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

** Note: small sample size.

Question: If the presidential election were being held TODAY, would you vote for the Republican ticket of George W. Bush and Dick Cheney, for the Democratic ticket of John Kerry and John Edwards, or for the ticket of Ralph Nader and Peter Camejo?

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	<u>Bush-Cheney/ Lean Bush-Cheney</u>	<u>Kerry-Edwards/ Lean Kerry-Edwards</u>	<u>Nader-Camejo/ Lean Nader-Camejo</u>	<u>Other/ DK</u>	(N)
	%	%		%	
Total	44	46	3	7=100	(1568)
Region					
East	43	48	2	7	(277)
Midwest	41	48	5	6	(396)
South	48	42	3	7	(570)
West	40	49	4	7	(325)
Religious Affiliation					
Total White Protestant	57	34	3	6	(739)
- Evangelical	65	26	1	8	(390)
- Non-Evangelical	48	43	4	5	(349)
White Catholic	46	42	3	9	(313)
Secular	30	61	5	4	(144)
Community Size					
Large City	35	56	3	6	(318)
Suburb	45	47	3	5	(417)
Small City/Town	42	46	4	8	(507)
Rural Area	54	35	3	8	(312)
Party ID					
Republican	94	4	1	1	(520)
Democrat	8	90	*	2	(523)
Independent	32	44	10	14	(452)
Party and Ideology					
Conservative Republican	97	2	*	1	(365)
Moderate/Liberal Rep.	87	9	2	2	(151)
Conservative/Mod. Dem.	10	87	*	3	(327)
Liberal Democrat	4	96	*	0	(183)
Bush Approval					
Approve	83	12	1	4	(379)
Disapprove	4	87	6	3	(344)
Use of Force in Iraq					
Right Decision	71	19	3	7	(796)
Wrong Decision	11	79	4	6	(704)
Labor Union					
Union Household	37	52	2	9	(210)
Non-Union Household	45	45	4	6	(1344)
Battleground States					
Republican States	49	41	3	7	(490)
Democratic States	41	50	2	7	(417)
Battleground States	41	47	4	8	(661)

VIEWS ON THE WAR IN IRAQ

	----Military Effort in Iraq----			----Iraq War's Effect on Terrorism---				
	Right	Wrong	DK/Ref	Helped	Hurt	No effect		
	Decision	Decision				(VOL)	DK/Ref	(N)
	%	%	%	%	%	%	%	
Total	52	43	5=100	43	45	5	7=100	(2009)
Sex								
Male	57	40	3	48	43	5	4	(948)
Female	47	45	8	38	48	5	9	(1061)
Race								
White	57	38	5	46	41	5	8	(1655)
Non-white	34	60	6	29	62	4	5	(331)
Black	31	66	3	24	68	3	5	(221)
Hispanic*	44	52	4	39	54	3	4	(140)
Race and Sex								
White Men	62	35	3	50	41	5	4	(788)
White Women	52	41	7	42	42	6	10	(867)
Age								
Under 30	55	40	5	42	48	4	6	(336)
30-49	55	40	5	47	44	5	4	(751)
50-64	50	45	5	42	47	4	7	(532)
65+	42	50	8	33	47	6	14	(375)
Sex and Age								
Men under 50	59	38	3	51	41	5	3	(535)
Women under 50	52	42	6	39	49	5	7	(552)
Men 50+	54	44	2	42	47	5	6	(409)
Women 50+	41	50	9	35	47	5	13	(498)
Education								
College Grad.	45	51	4	42	48	5	5	(767)
Some College	56	40	4	48	43	4	5	(504)
High School Grad.	53	42	5	40	46	6	8	(604)
< H.S. Grad.	57	33	10	42	43	3	12	(127)
Family Income								
\$75,000+	55	42	3	48	42	6	4	(518)
\$50,000-\$74,999	56	41	3	49	43	4	4	(329)
\$30,000-\$49,999	57	40	3	41	48	4	7	(435)
\$20,000-\$29,999	53	42	5	40	52	4	4	(209)
<\$20,000	40	51	9	36	50	4	10	(274)

* 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?

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	---Military Effort in Iraq---			---Iraq War's Effect on Terrorism---				
	Right	Wrong	<u>DK/Ref</u>	<u>Helped</u>	<u>Hurt</u>	No effect		<u>(N)</u>
	<u>Decision</u>	<u>Decision</u>				<u>(VOL)</u>	<u>DK/Ref</u>	
	%	%	%	%	%	%	%	
Total	52	43	5=100	43	45	5	7=100	(2009)
Region								
East	50	46	4	40	48	6	6	(342)
Midwest	52	43	5	43	47	6	4	(522)
South	56	39	5	46	43	2	9	(717)
West	45	47	8	39	47	6	8	(428)
Religious Affiliation								
Total White Protestant	64	31	5	51	36	5	8	(905)
- Evangelical	71	24	5	56	31	5	8	(463)
- Non-Evangelical	56	40	4	47	41	5	7	(442)
White Catholic	54	40	6	45	44	5	6	(376)
Secular	39	58	3	34	53	8	5	(210)
Community Size								
Large City	46	51	3	34	55	5	6	(422)
Suburb	50	46	4	44	45	4	7	(522)
Small City/Town	51	42	7	42	46	5	7	(669)
Rural Area	63	32	5	52	37	4	7	(379)
Party ID								
Republican	86	10	4	74	17	4	5	(612)
Democrat	26	70	4	23	66	4	7	(657)
Independent	49	47	4	37	52	6	5	(626)
Party and Ideology								
Conservative Republican	89	8	3	79	13	4	4	(413)
Moderate/Liberal Rep.	81	15	4	64	25	5	6	(190)
Conservative/Mod. Dem.	32	64	4	27	63	3	7	(411)
Liberal Democrat	12	84	4	16	74	4	6	(225)
Bush Approval								
Approve	85	11	4	70	18	6	6	(466)
Disapprove	24	72	4	20	70	6	4	(461)
Labor Union								
Union Household	51	46	3	42	47	8	3	(253)
Non-Union Household	52	42	6	43	46	4	7	(1741)
2004 Vote Preference (RVs)								
Bush/Lean Bush	85	11	4	73	17	4	6	(693)
Kerry/Lean Kerry	21	75	4	21	68	4	7	(723)
Battleground States								
Republican States	58	36	6	46	43	3	8	(627)
Democratic States	46	49	5	40	47	6	7	(552)
Battleground States	50	44	6	42	46	6	6	(830)

PERCENT FOLLOWING EACH NEWS STORY “VERY CLOSELY”

	High Price of <u>Gas</u> %	News about <u>Iraq</u> %	2004 Pres. <u>Election</u> %	Transfer of Power in <u>Iraq</u> %	Saddam Hussein’s Court <u>Appearance</u> %	Vice Pres. <u>Nomin.</u> %	Fahrenheit <u>9/11</u> %	Ethnic Violence <u>in Sudan</u> %	Bill Clinton’s <u>Book</u> %	(N)
Total	56	43	29	29	26	24	20	14	8	(2009)
Sex										
Male	55	47	33	34	28	24	23	14	7	(948)
Female	58	39	26	24	24	25	18	14	9	(1061)
Race										
White	54	44	29	28	27	24	20	13	6	(1655)
Non-white	70	40	29	33	24	23	20	19	17	(331)
Black	78	41	31	29	28	24	20	24	19	(221)
Hispanic*	61	39	24	26	23	17	24	19	8	(140)
Race and Sex										
White Men	52	48	33	31	28	24	24	13	5	(788)
White Women	55	40	26	24	26	25	17	13	7	(867)
Age										
Under 30	56	30	20	18	16	14	21	8	8	(336)
30-49	57	43	26	27	25	23	20	13	5	(751)
50-64	57	50	36	35	31	31	21	17	8	(532)
65+	56	52	39	39	37	32	20	22	15	(375)
Education										
College Grad.	44	54	43	37	32	34	32	14	11	(767)
Some College	60	42	28	32	20	19	19	8	8	(504)
H.S. Grad or Less	62	38	22	23	26	21	15	18	7	(731)
Region										
East	55	46	31	29	29	26	22	16	4	(342)
Midwest	54	43	28	28	22	26	18	12	8	(522)
South	61	45	31	29	28	25	18	16	10	(717)
West	54	39	26	29	24	21	26	12	9	(428)
Party ID										
Republican	51	46	31	33	33	19	16	13	4	(612)
Democrat	67	46	35	30	28	34	28	18	15	(657)
Independent	51	38	24	26	19	20	19	11	6	(626)

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

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?