

PRESIDENTIAL VOTE CHOICE
(Based on Registered Voters, with leaners)

	August 2004		Sept. 8-10 2004 (1st)		Sept. 11-14 2004 (2nd)		<i>Change in Kerry (1st-2nd)</i>
	<u>Bush</u>	<u>Kerry</u>	<u>Bush</u>	<u>Kerry</u>	<u>Bush</u>	<u>Kerry</u>	
	%	%	%	%	%	%	
Total	45	47	52	40	46	46	+6
Sex							
Male	50	42	56	37	49	43	+6
Female	42	52	48	42	43	48	+6
Race							
White	52	42	58	34	52	40	+6
Non-white	15	75	23	69	18	70	+1
Black	6	83	13	78	13	76	-2
Race and Sex							
White Men	56	38	62	32	56	37	+5
White Women	49	45	54	36	49	43	+7
Age							
Under 30	35	53	55	35	41	55	+20
30-49	50	44	54	39	49	41	+2
50-64	45	50	47	44	50	45	+1
65+	43	48	53	37	37	50	+13
Sex and Age							
Men under 50	52	38	59	34	50	40	+6
Women under 50	41	53	50	41	43	49	+8
Men 50+	47	47	53	40	47	46	+6
Women 50+	43	51	47	43	42	48	+5
Education							
College Grad.	46	50	49	44	48	44	0
Some College	49	43	53	35	52	38	+3
High School Grad. or Less	43	48	54	39	40	52	+13
Family Income							
\$75,000+	54	43	58	36	57	37	+1
\$50,000-\$74,999	52	42	57	37	56	38	+1
\$30,000-\$49,999	50	45	54	36	40	54	+18
\$20,000-\$29,999	37	56	39	57	37	52	-5
<\$20,000	26	60	52	42	39	52	+10

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? As of TODAY, do you LEAN more to.....

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	August 2004		Sept. 8-10 2004 (1st)		Sept. 11-14 2004 (2nd)		<i>Change in Kerry (1st-2nd)</i>
	<u>Bush</u> %	<u>Kerry</u> %	<u>Bush</u> %	<u>Kerry</u> %	<u>Bush</u> %	<u>Kerry</u> %	
Total	45	47	52	40	46	46	+6
Region							
East	44	50	46	45	35	52	+7
Midwest	42	52	49	40	48	43	+3
South	45	47	57	36	52	40	+4
West	52	41	52	40	43	51	+11
Religious Affiliation							
Total White Protestant	61	32	64	30	63	31	+1
- Evangelical	71	23	70	25	74	21	-4
- Non-Evangelical	49	43	57	36	52	40	+4
White Catholic	47	50	56	35	49	42	+7
Secular	23	67	36	50	23	67	+17
Community Size							
Large City	34	57	40	49	38	56	+7
Suburb	50	45	52	38	50	42	+4
Small City/Town	47	45	53	40	42	48	+8
Rural Area	47	48	62	32	56	37	+5
Party ID							
Republican	93	4	94	5	92	4	-1
Democrat	5	91	10	82	10	86	+4
Independent	40	48	50	39	41	44	+5
Party and Ideology							
Conservative Republican	98	1	96	3	97	2	-1
Moderate/Liberal Rep.	85	11	90	9	83	9	0
Conservative/Mod. Dem.	6	91	13	79	12	82	+3
Liberal Democrat	2	93	4	89	3	97	+8
Male Veterans							
Yes	60	34	56	38	51	40	+2
No	45	46	57	36	48	44	+8
Labor Union							
Union Household	34	56	46	46	36	53	+7
Non-Union Household	47	46	53	38	48	44	+6
Force in Iraq							
Right Decision	74	21	82	12	76	18	+6
Wrong Decision	8	84	13	77	13	77	0
Battleground States							
Republican States	51	42	59	32	50	41	+9
Democratic States	44	48	45	44	36	53	9
Battleground States	41	52	52	42	49	44	+2

WHICH CANDIDATE COULD DO A BETTER JOB

	<i>Defending the country from future attacks</i>			<i>Making wise decisions about what to do in Iraq</i>			<i>Improving economic conditions</i>			(N)
	<u>Bush</u>	<u>Kerry</u>	Neither/ <u>DK</u>	<u>Bush</u>	<u>Kerry</u>	Neither/ <u>DK</u>	<u>Bush</u>	<u>Kerry</u>	Neither/ <u>DK</u>	
Total	58	31	11=100	51	39	10=100	42	45	13=100	(1580)
Sex										
Male	63	28	9	55	37	8	47	42	11	(725)
Female	54	33	13	47	41	12	37	48	15	(855)
Race										
White	64	26	10	57	33	10	46	40	14	(1360)
Non-white	33	51	16	23	67	10	20	72	8	(200)
Black	26	59	15	17	73	10	15	77	8	(131)
Hispanic*	48	39	13	39	53	8	32	59	9	(86)
Race and Sex										
White Men	70	23	7	62	30	8	53	36	11	(623)
White Women	58	30	12	53	36	11	41	43	16	(737)
Age										
Under 30	60	32	8	52	41	7	39	52	9	(173)
30-49	61	28	11	54	36	10	44	42	14	(592)
50-64	57	33	10	49	40	11	39	47	14	(460)
65+	53	32	15	50	40	10	43	43	14	(339)
Sex and Age										
Men under 50	66	24	10	58	35	7	48	41	11	(340)
Women under 50	56	33	11	50	39	11	39	47	14	(425)
Men 50+	60	31	9	54	38	8	47	42	11	(380)
Women 50+	51	34	15	45	42	13	35	48	17	(419)
Education										
College Grad.	54	33	13	50	41	9	41	46	13	(650)
Some College	60	30	10	53	36	11	43	44	13	(403)
High School Grad. or Less	60	29	11	51	39	10	42	45	14	(525)
Family Income										
\$75,000+	63	26	11	58	34	8	48	42	10	(423)
\$50,000-\$74,999	68	27	4	63	31	6	49	39	12	(244)
\$30,000-\$49,999	60	30	10	51	41	8	41	46	13	(375)
\$20,000-\$29,999	48	42	10	37	49	14	29	59	12	(144)
<\$20,000	51	34	15	46	41	13	40	46	14	(191)

* The designation Hispanic is unrelated to the white-black categorization. Note small sample size.

Question: Regardless of who you support, which one of the presidential candidates - George W. Bush or John Kerry- do you think would do the best job of...

	<i>Defending the country from future attacks</i>			<i>Making wise decisions about what to do in Iraq</i>			<i>Improving economic conditions</i>			(N)
	<u>Bush</u>	<u>Kerry</u>	<u>Neither/ DK</u>	<u>Bush</u>	<u>Kerry</u>	<u>Neither/ DK</u>	<u>Bush</u>	<u>Kerry</u>	<u>Neither/ DK</u>	
	%	%	%							
Total	58	31	11=100	51	39	10=100	42	45	13=100	(1580)
Region										
East	53	34	13	46	42	12	37	48	15	(342)
Midwest	57	30	13	52	39	9	40	47	13	(355)
South	62	28	10	53	37	10	46	41	13	(560)
West	57	32	11	51	40	9	41	48	11	(323)
Religious Affiliation										
Total White Protestant	70	21	9	64	27	9	52	33	15	(769)
- Evangelical	78	16	6	71	20	9	60	26	14	(382)
- Non-Evangelical	62	26	12	56	33	11	43	41	16	(387)
White Catholic	63	30	7	56	36	8	48	41	11	(319)
Secular	46	39	15	37	54	9	28	59	13	(128)
Community Size										
Large City	51	36	13	41	49	10	35	52	13	(299)
Suburb	59	28	13	52	36	12	43	43	14	(396)
Small City/Town	60	30	10	53	37	10	44	45	11	(538)
Rural Area	62	28	10	58	34	8	44	40	16	(334)
Party ID										
Republican	94	3	3	92	4	4	79	10	11	(548)
Democrat	23	63	14	15	76	9	10	82	8	(519)
Independent	59	27	14	47	38	15	37	46	17	(437)
Party and Ideology										
Conservative Republican	97	1	2	95	2	3	83	7	10	(372)
Moderate/Liberal Rep.	89	7	4	85	8	7	71	15	14	(168)
Conservative/Mod. Dem.	26	56	18	17	73	10	11	79	10	(322)
Liberal Democrat	18	75	7	11	84	5	7	88	5	(184)
Force in Iraq										
Right Decision	86	9	5	82	11	7	66	21	13	(851)
Wrong Decision	24	60	16	13	77	10	12	78	10	(646)
Labor Union										
Union Household	56	35	9	46	43	11	35	54	11	(245)
Non-Union Household	58	30	12	52	38	10	43	43	14	(1326)
2004 Vote Preference (RVs)										
Bush/Lean Bush	96	1	3	92	2	6	78	9	13	(800)
Kerry/Lean Kerry	17	69	14	7	86	7	3	92	5	(642)
Battleground States										
Republican States	60	27	13	53	37	10	45	41	14	(481)
Democratic States	56	32	12	48	42	10	38	49	13	(463)
Battleground States	58	32	10	52	39	9	42	45	13	(636)

PERCENT FOLLOWING EACH NEWS STORY “VERY CLOSELY”

	Hurricanes Charley, Frances, and Ivan*	Killing of Russian school children*	News about Iraq	2004 Pres. Election	Reports about the Economy	Summer Olympics in Athens*	Swift Boat Veteran Ads	Rep. Conv.	Bush’s service in Nat’l Guard*	Bill Clinton’s heart surgery*	(N)
	%	%	%	%	%	%	%	%	%	%	
Total	51	48	46	40	39	25	25	22	21	19	(2003)
Sex											
Male	46	44	51	42	41	24	28	23	22	16	(924)
Female	55	52	42	39	37	26	21	20	20	22	(1079)
Race											
White	49	49	47	39	37	24	24	23	20	17	(1684)
Non-white	59	45	43	46	44	30	26	15	26	28	(295)
Black	70	53	48	52	49	36	31	14	29	39	(173)
Hispanic**	51	50	40	36	32	27	25	25	25	13	(122)
Race and Sex											
White Men	45	44	51	39	39	20	27	24	20	15	(776)
White Women	53	53	44	39	36	28	22	22	21	19	(908)
Age											
Under 30	43	31	34	27	20	27	18	14	14	11	(299)
30-49	46	47	44	40	37	27	21	20	19	16	(758)
50-64	56	59	55	45	50	25	30	25	26	24	(538)
65+	65	55	55	49	51	17	35	29	30	29	(392)
Education											
College Grad.	41	55	56	51	46	28	25	26	25	19	(743)
Some College	51	40	47	42	36	30	25	22	21	16	(495)
H.S. Grad.	59	51	42	35	37	24	26	19	21	20	(612)
<H.S. Grad.	49	42	37	30	34	14	20	17	15	24	(150)
Region											
East	52	51	49	46	40	29	26	23	23	22	(428)
Midwest	45	51	45	40	39	19	26	23	22	18	(450)
South	67	47	48	41	39	26	25	20	22	22	(711)
West	30	45	42	35	36	27	21	20	18	13	(414)
Party ID											
Republican	55	50	50	46	36	29	30	40	18	12	(624)
Democrat	52	49	46	43	42	24	27	11	28	31	(639)
Independent	46	46	45	35	38	23	19	16	19	15	(620)

* Items were split form or not asked for entire field period; Ns do not apply.

** 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?