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Economy and Anti-Terrorism Top Public's Policy Agenda
DEAN SEEN AS MORE LIBERAL THAN OTHER LEADING CANDIDATES

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Economy and Anti-Terrorism Top Public's Policy Agenda **DEAN SEEN AS MORE LIBERAL THAN OTHER LEADING CANDIDATES**

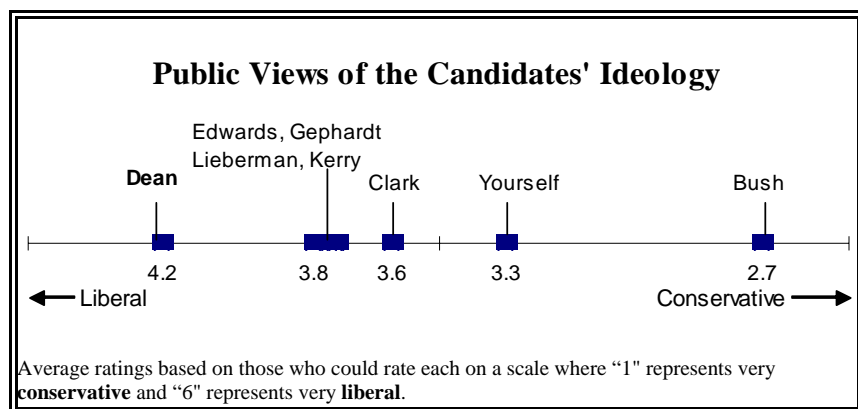
Americans view Howard Dean as more liberal than the other leading Democratic candidates and far more liberal than the way they see themselves. For his part, President Bush is seen as more conservative than the average person. Bush is somewhat further from the ideological self-perception of the average American than are several leading Democratic candidates, like Wesley Clark, Richard Gephardt and John Kerry. Ideologically, Dean is seen as further from the average American than Bush, but that is largely due to Dean's extremely liberal image among Republicans. Independents rate both Dean and Bush as equally far from their own ideological self-assessments.

The latest Pew Research Center national survey, conducted Jan. 6-11 among 1,503 adults, finds the president starting the election year in a strong position. Among registered voters, he holds a 10-point lead (48%-38%) over a generic Democratic

opponent. Bush's approval rating stands at 56% and an increasing percentage of voters think he will prevail in November. Fully six-in-ten voters (61%) say that today, compared with 47% who said that in September. Bush's overall legacy also is seen positively; by 49%-36%, Americans think Bush's accomplishments will outweigh his failures.

The public clearly places Bush to the right of the ideological spectrum. On an ideological scale ranging from 1-6 (where 1 is the most conservative and 6 is the most liberal), those who can rate the president give him an average score of 2.7. Respondents rate their own ideological leanings as close to the center; the midpoint on the 1-6 scale is 3.5 and the public's rating, on average, is 3.3. For the most part, the leading Democratic candidates are closer ideologically to the public's average than is Bush. But Dean is the exception – his overall rating of 4.2 places him decidedly to the left.

In general, ideological polarization has grown when compared with a comparable point in the 2000 campaign – more Democrats rate themselves as liberals and there has been a smaller shift to the right among Republicans. In that regard, while Dean is seen as much more liberal than the public, on average, likely Democratic primary voters rate themselves ideologically as much closer to the former Vermont governor than the other leading Democratic candidates.



The survey shows that the recent stream of good economic news is having an impact on how people view the overall economy, though concerns over jobs have not eased. A 45% plurality of Americans believes the economy is now in recovery and economic perceptions are much brighter than they were in January 1992, when Bush's father was at a similar point in his unsuccessful reelection bid.

However, the positive economic data has failed to dramatically change the views of Americans about the availability of jobs in their own communities. Fewer than three-in-ten (27%) say jobs are plentiful, only a slight increase since October (24%). In addition, somewhat more people rate strengthening the economy as a top policy priority for the president and Congress than did so last year at this time.

In fact, about as many now place top priority on strengthening the economy (79%) as on protecting the country against future terrorist attacks (78%). In each of the last two January surveys, defending against terrorism was the leading public priority. Public imperatives on several other issues also have changed significantly. Half of the public (51%) now views reducing the budget deficit as a top priority, up from 40% last year. There also has been a sharp rise in the number who place great importance on providing health insurance to the uninsured (54% now, 45% last year). The environment (up 10 points) and education (nine points) also have grown in importance since last January.

As the president prepares for his State of the Union speech on Jan. 20, there has been a notable decline in the number of Americans who regard the address as more important than those of previous years. In 2002, four months after the Sept. 11 attacks, 54% said that year's State of the Union was more important than those of past years; last year, amid prospects of war with Iraq, 52% expressed that view. But today just 34% believe this year's State of the Union is more important than those of recent years, and there are no major political or demographic differences on that question.

	Jan <u>1999</u>	Jan <u>2000</u>	Jan <u>2002</u>	Jan <u>2003</u>	Jan <u>2004</u>
<i>Compared to previous speeches</i>	%	%	%	%	%
More important	27	16	54	52	34
About the same	51	53	36	35	49
Less important	16	22	4	6	9
Don't know	<u>6</u>	<u>9</u>	<u>6</u>	<u>7</u>	<u>8</u>
	100	100	100	100	100

The survey shows that the pictures sent back from Mars by a NASA spacecraft attracted huge interest – two-thirds of Americans (66%) say they have seen the Mars pictures. But far fewer said they actually paid close attention to news reports on the landing of the Mars spacecraft. Just 19%

paid very close attention to reports on the Mars mission, which places that story far behind the situation in Iraq (48%) and economic news (37%) in terms of public interest.

In that regard, Bush's call for dramatically expanding the space program has not resonated with the public. Just one-in-ten rate that as a top policy priority – by far the lowest rating for any of 22 agenda items tested. In fact, more than twice as many Americans attach high priority to the next lowest rated policy tested – passing a constitution amendment banning gay marriages (22%) – as say that about expanding the space program (10%).

Defense, Economy Top Concerns

Economic problems and concerns about foreign affairs, including terrorism and Iraq, are viewed as the top problems facing the country. In an open-ended format, 37% volunteer such defense and security concerns as the most important problem facing the country, with Iraq and terrorism mentioned most often. About as many (35%) cite the nation's economic problems as most important, with many specifically mentioning the job situation. This reflects a changing public focus from the past two years. In early 2002, and again last year, roughly twice as many respondents cited defense and security issues as mentioned economic concerns.

About a quarter of Americans say other social and domestic issues need the most attention, with health care (5%), immigration (3%), poverty (3%), declining morality and values (3%) and education (3%) most frequently cited. Another 5% mention concerns with the government and politics.

Most Important Problem				
	Feb 2001	Mar 2002	Feb 2003	Jan 2004
Defense/Terrorism/ Foreign Affairs (Net)	5	39	54	37
War/War in Iraq	n/a	10	34	16
Terrorism	*	24	16	14
Security	1	5	2	3
Foreign policy				2
Economic (Net)	26	16	29	35
Economy (general)	7	8	21	20
Unemployment/Jobs	6	4	6	13
Deficit/Debt	1	1	*	2
Social & Domestic				
Health care	7	2	2	5
Immigration	2	1	*	3
Poverty	3	2	1	3
Morality	12	8	5	3
Education	11	4	1	3
Elderly	2	1	*	2
Politics & Gov't	5	4	5	5

Figures add to more than 100% because respondents could list multiple responses

GOP Still Strong on Security

Security and defense remain the Republicans' strong suits, with the notable exception of the ongoing situation in Iraq. By 56%-19%, people who volunteer terrorism and homeland defense as the biggest problem facing the country say the Republicans, not the Democrats, are best able to address the issue.

<i>Party best able to handle problem</i>	<i>Biggest problem facing the nation is...</i>				
	<u>Security/ Terrorism</u>	<u>Foreign policy</u>	<u>Social/ Domestic</u>	<u>Jobs/ Economy</u>	<u>Iraq situation</u>
	%	%	%	%	%
Republican Party	56	45	32	27	31
Democratic Party	19	25	36	39	40
No difference	9	14	19	16	11
Don't know	<u>16</u>	<u>16</u>	<u>13</u>	<u>18</u>	<u>18</u>
	100	100	100	100	100
Number of cases	(243)	(283)	(352)	(537)	(239)

Iraq is much more of a concern to Democrats than Republicans. And overall, 40% of the

public believes the Democrats are better able to handle this situation, compared with 31% who favor the Republicans.

The greatest Democratic advantage is on the economy and jobs. Among Americans who rate this as the biggest problem facing the nation, 39% favor the Democratic Party to do a better job, and 27% the Republican Party.

Domestic Priorities Rise

While the priority Americans place on a variety of issues has remained fairly stable since 2002, some domestic issues, which fell in importance following the Sept. 11 terrorist attacks, have slowly regained their relevance. Despite recent reports suggesting an improving economy, the percentage of Americans rating strengthening the economy as a top priority has risen from 71% to 79% over the past three January surveys.

The number who place great importance on providing health insurance to the uninsured fell from 61% to 43% following the 9/11 attacks. But the percentage rating that a top priority rebounded to 45% in 2003 and 54% today. And the gains for the environment and education are particularly notable. Still, nearly all domestic priorities – with the prominent exception of jobs and the economy – are seen as less important now than in January 2001, before the 9/11 attacks.

Top Priorities for Bush and Congress				
<i>Percent considering each as a "top priority"</i>	Jan 2001	Jan 2002	Jan 2003	Jan 2004
Strengthening nation's economy	81	71	73	79
Defending US against terrorism	--	83	81	78
Improving educational system	78	66	62	71
Improving job situation	60	67	62	67
Securing Social Security	74	62	59	65
Securing Medicare	71	55	56	62
Providing insurance to uninsured	61	43	45	54
Reducing crime	76	53	47	53
Reducing budget deficit	--	35	40	51
Dealing with problems of poor	63	44	48	50
Regulating HMOs	66	50	48	50
Protecting the environment	63	44	39	49
Strengthening the military	48	52	48	48
Dealing with energy problems	46*	42	40	46
Dealing with moral breakdown	51	45	39	45
Reducing middle class taxes	66	43	--	44
Increasing minimum wage	40*	--	--	38
Developing missile defense	41	39	42	35
Dealing with global trade	37	25	--	32
Reforming campaign finance	37	23	--	24
Gay marriage amendment	--	--	--	22
Expanding space program	--	--	--	10

* Early September, 2001

Overall, while the economy and homeland security share top billing, improving the educational system and the job situation rank among the most important priorities to the American public. And strong majorities continue to rate making both the Social Security system and Medicare

financially sound as top priorities. At the other end of the spectrum, passing a constitutional amendment banning gay marriage is ranked as a top priority by just 22% of Americans, and only one-in-ten say expanding America's space program is a top priority.

Defense Ranks High Among Women, Elderly

Just under half (48%) rank strengthening the military as a top priority, unchanged over the past four years. This remains higher on the public agenda than developing a missile defense system, which 35% rate as a top priority. Interestingly, women continue to rank both of these issues as higher priorities than do men. Currently, 52% of women say strengthening the military is a top priority, compared with 44% of men. About four-in-ten women (39%) rate missile defense as an important priority, compared with 30% of men.

Older Americans also place a much higher priority on defense issues than do younger people. Six-in-ten of those age 65 and older rank strengthening the military as a top priority, compared with just 35% of people under age 30.

Deficit a Growing Concern

Public concern over the growing budget deficit is clearly on the rise. Today, 51% rate reducing the budget deficit as a top priority for the president and Congress, up from 40% a year ago, and 35% in January of 2002. But public emphasis on this issue has not reached the levels measured in the 1990s. In December of 1994, following Republican victories in the midterm elections, roughly two-thirds (65%) rated reducing the budget deficit as a top priority.

One important difference from the 1990s, however, is that the views of Republicans and Democrats have reversed. During the Clinton administration, Republicans were more likely than Democrats to view deficit reduction as a top priority. But this is less of a priority to Republicans today. Currently, 57% of Democrats rate deficit reduction as a top priority, compared with 44% of Republicans. But there has been a growing emphasis on the deficit since 2002 among both Democrats and Republicans.

Pro-Defense Women				
<i>Top Priority</i>				
<i>Strengthening the US military</i>				
	<u>All</u>	<u>Women</u>	<u>Men</u>	<u>F-M</u>
	%	%	%	<u>Diff</u>
Jan 2001	48	42	53	-11
Jan 2002	52	57	46	+11
Jan 2003	48	50	45	+5
Jan 2004	48	52	44	+8
<i>Develop missile defense system</i>				
	<u>All</u>	<u>Women</u>	<u>Men</u>	<u>F-M</u>
	%	%	%	<u>Diff</u>
Jan 2001	41	44	38	+6
Jan 2002	39	43	33	+10
Jan 2003	42	43	41	+2
Jan 2004	35	39	30	+9

Trading Places on the Deficit				
<i>Reducing deficit a top priority</i>				
	<u>All</u>	<u>Rep</u>	<u>Dem</u>	<u>R-D</u>
	%	%	%	<u>Diff</u>
Dec 1994	65	65	61	+4
Jan 1997	60	66	54	+12
Jan 2002	35	27	41	-14
Jan 2003	40	38	48	-10
Jan 2004	51	44	57	-13

Dueling Partisan Agendas

The budget deficit is not the only issue on which there is a significant partisan gap. While the vast majority of Republicans and Democrats agree that defending against terrorism and strengthening the nation’s economy are top priorities for the coming year, there is little common ground otherwise.

The biggest differences arise over protecting the environment and helping people who are struggling economically. Democrats are almost twice as likely as Republicans to rate the environment as a top priority (59% vs. 31%). And Democrats are at least 20 points more likely to rank three items dealing with economic concerns – providing health insurance to the uninsured, improving the job situation, and dealing with problems of the poor and needy – as top priorities for the president and Congress over the coming year.

Far more Republicans than Democrats rate defending the nation against terrorism as a major priority. But aside from that issue, Republicans place a higher priority on only a few other items, two of them defense related. More than six-in-ten Republicans (61%) say strengthening the military is a top priority, compared with just 43% of Democrats, and Republicans also rate missile defense as a higher priority (45% vs. 35%). And while a constitutional amendment banning gay marriage is a relatively low priority even among Republicans, they are nearly twice as likely as Democrats to rank this among the most important items for the coming year (34% vs 18%).

Partisan Gaps Over Priorities			
<i>Percent considering each as a “top priority”</i>	<u>Repub-</u>	<u>Demo-</u>	<i>R-D</i>
	<u>licans</u>	<u>crats</u>	<u>diff.</u>
Protecting the environment	31	59	-28
Providing insurance to uninsured	41	66	-25
Dealing with problems of poor	38	60	-22
Improving job situation	56	76	-20
Securing Social Security	58	75	-17
Securing Medicare	55	72	-17
Regulating HMOs	38	55	-17
Increasing minimum wage	29	46	-17
Improving educational system	66	79	-13
Reducing budget deficit	44	57	-13
Dealing with energy	42	54	-12
Strengthening nation’s economy	76	86	-10
Reducing crime	51	60	-9
Campaign finance reform	19	26	-7
Reducing middle class taxes	43	46	-3
Expanding space program	9	10	-1
Dealing with moral breakdown	48	48	0
Dealing with global trade	30	30	0
Developing missile defense	45	35	+10
Gay marriage amendment	34	18	+16
Defending US against terrorism	88	70	+18
Strengthening the military	61	43	+18

Members of the two parties generally agree on the importance of some issues. Roughly the same numbers of Republicans and Democrats place great emphasis on dealing with the moral breakdown in the country and the need to reduce middle class taxes. And three-in-ten in both parties say dealing with global trade issues should be a top priority. Reducing crime is a slightly higher

priority among Democrats than Republicans (60% vs. 51%). But this largely reflects a much greater concern about crime among African American respondents (73% of whom rate as a top priority, compared with 50% of whites) who predominantly identify as Democrats.

Neither Democrats nor Republicans rate reforming the campaign finance system as a particularly high priority, and expanding the space program is at the bottom of the list for just about everyone. Just 9% of Republicans and 10% of Democrats place space exploration as a top priority for 2004. Expanding America’s space program is of little priority to young and old alike, and across all parts of the country. But education is a factor in opinions on this issue: People who have not completed high school are almost three times more likely than high school graduates to rank increase space exploration as a top priority (22% vs 8%).

Poor Not Seeing Recovery

Wealthy Americans are twice as likely as the poor to say the economy is recovering. By nearly ten-to-one (60% to 7%) people earning \$75,000 a year or more say the economy is recovering, rather than in a state of depression. Those earning less than \$20,000 annually are just as likely to see a long-term depression (34%) as an economic recovery (29%).

Similarly, African American and Hispanics are less optimistic about the economy at this stage. Only about three-in-ten in these minority groups say the economy is recovering, compared with nearly half (49%) of whites.

Both of these patterns also are linked to partisanship, since the poor and minorities are far more likely to think of themselves as Democrats. While two-thirds of Republicans say the economy is recovering, just 27% of Democrats agree. Another 27% of Democrats say the economy is stuck in a depression that will last a long time, while only 5% of Republicans agree.

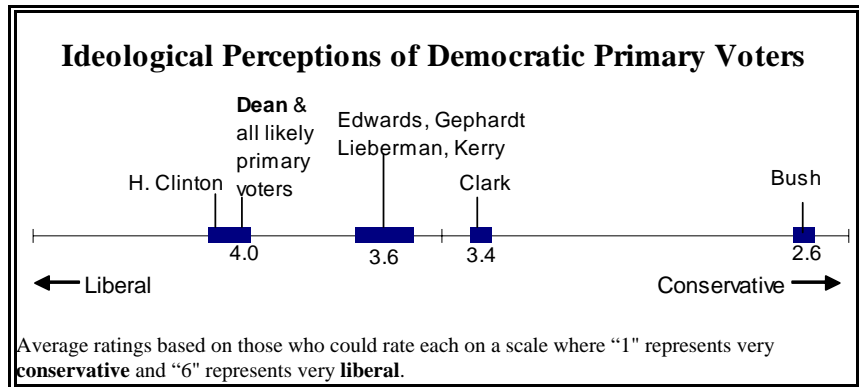
	<u>Reco- very</u> %	<u>Reces- sion</u> %	<u>Depres- sion</u> %	<u>DK</u> %
Total	45	33	18	4=100
Men	52	28	16	4=100
Women	38	38	20	4=100
White	49	34	14	3=100
Black	27	26	41	6=100
Hispanic	30	39	26	5=100
Under \$20,000	29	33	34	4=100
\$20-\$29,999	33	42	22	3=100
\$30-\$49,999	42	34	19	5=100
\$50-\$74,999	49	35	13	3=100
\$75,000 and over	60	32	7	1=100
East	41	36	18	5=100
Midwest	43	36	17	4=100
South	49	28	19	4=100
West	42	36	17	5=100
Republican	66	27	5	2=100
Democrat	27	42	27	4=100
Independent	43	31	21	5=100

There are few regional differences in this economic evaluation. Americans living in the East, Midwest, South and West are about equally optimistic in their ratings of the current economic situation.

Dean, Likely Primary Voters Close Ideologically

Although Dean is viewed by the general public as the most liberal of the Democratic candidates – a rating that places him further from the average citizen, compared with the president – likely Democratic primary voters give Dean the same ideological rating that they give themselves (about 4.0 on the scale of 1 to 6). Likely Democratic primary voters are registered Democrats or Democrat-leaning independents who say they are very or somewhat likely to vote in a Democratic primary this year.

By contrast, the other major candidates are perceived as falling to the right of the average primary voter. John Edwards, Gephardt, Lieberman, and Kerry all receive average ideology rating of approximately 3.6 on the scale, with Wesley Clark slightly further to the right at 3.4.



Likely Democratic primary voters rate Bush as conservative, but not much more so than does the general public (2.6 primary voters, 2.7 general public).

Supporters of the candidates also differ by ideology, with backers of Dennis Kucinich and Carol Moseley Braun the most liberal, followed by those choosing Al Sharpton and Dean. Likely voters favoring Clark, Lieberman, and Gephardt fall near the average for all primary voters. Those who favor Edwards or Kerry are slightly more conservative than the average primary voter.

Sen. Hillary Clinton is rated very close to Howard Dean on the ideology scale by Democratic primary voters (at 3.9). But the general public views her as much more liberal even than Dean, at an overall rating of 4.4. This is driven largely by the views of Republicans, who place Clinton at 4.9, nearly one-half point beyond Dean on the scale. Independents also rate Clinton as more liberal than Dean (at 4.3 for Clinton, compared with 4.0 for Dean). The views of men and women about Clinton's ideology are similar.

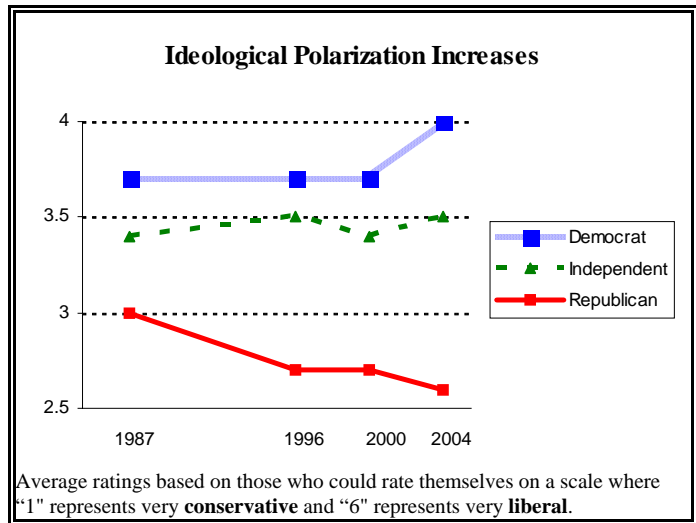
At the start of the nominating process in 2000, the two major contenders for the Democratic nomination – Al Gore and Bill Bradley – were rated as somewhat more conservative by Democrats than Howard Dean is rated today. Gore received an average ideology rating of 3.6 from Democrats in January 2000 (about the same as Edwards, Gephardt, Lieberman, and Kerry today). Bradley was rated at 3.7. Compared with Democrats, the public as a whole, however, saw Gore as more liberal – 3.9 on the scale (compared with the general public’s overall 4.2 rating of Dean this year).

<i>Average rating on ideology</i>	Gore, Jan 2000	Dean Jan 2004
All	3.9	4.2
Democrats	3.6	4.0
Republicans	4.2	4.5
Independents	3.9	4.0

Average ratings based on those who could rate each on a scale where “1” represents very **conservative** and “6” represents very **liberal**.

Greater Ideological Polarization

Dean’s perceived liberalism may not be hurting him with the likely Democratic primary electorate because the Democrats themselves have shifted to the left since the 2000 election. In January 2000, Democratic respondents placed themselves at an average of 3.7 on the ideology scale; this year they are at 4.0. At the same time, Republican voters shifted somewhat the right, from a 2000 average of 2.7 to 2.6 today. This pattern is consistent with shifts seen by Pew on a number of specific issues and political values.¹



¹See “Equally Divided and Increasingly Polarized: The 2004 Political Landscape.” Nov. 5, 2003. Available at <http://people-press.org>.

But shifts by Democrats and Republicans have not changed the overall ideological orientation of the public; the average ideology score for American adults has been relatively stable since 1987. That year, it was 3.4; since 1996, it has been 3.3. Independents have also changed little over the period, falling slightly to the left of the average for all citizens. What has changed is the ideological *gap* between Democrats and Republicans: since 1987 it has doubled, from 0.7 to 1.4 today.

With a few important exceptions, the ideological differences among demographic groups are fairly small. Men and women fall close together on the scale (3.3 for men, 3.4 for women). Similarly, different age groups are close on the scale, except for a conservative tilt among those age 65 and older. Registered voters (at 3.3) are a little more conservative than those who are not registered. African Americans and Hispanics (at 4.0 and 3.8, respectively) are considerably more liberal than are whites (at 3.2). Conservative Republicans live up to their name, falling at 2.1 on the scale, while liberal Democrats anchor the opposite end of the scale (at 4.8).

How Americans See Themselves	
<i>Average rating on ideology</i>	Jan 2004
All	3.3
Men	3.3
Women	3.4
White	3.2
Black	4.0
Hispanic	3.8
18-29	3.5
30-44	3.4
45-64	3.4
65+	3.0
Registered voter	3.3
Not registered	3.5
Conserv. Republican	2.1
Lib/Mod Republican	3.4
Independent	3.5
Cons/Mod Democrat	3.6
Liberal Democrat	4.8

Average ratings based on those who could rate themselves on a scale where "1" represents very **conservative** and "6" represents very **liberal**.

Dean Continues to Lead Democratic Field

The survey finds little movement over the past month in voter preferences among the Democratic field of candidates. Dean continues to lead, with 26% of likely primary voters citing him as their first choice. Clark and Lieberman are the choice of 14% and 13%, respectively. Gephardt and Kerry trail (at 9% and 8%). Only Clark has shown movement during the past month; 10% backed him in a survey conducted in December and early January.

Dean also does the best of all candidates as a second choice (16%), with Clark (12%), Lieberman and Gephardt (11% each), and Kerry (9%) close behind. There is little evidence of "stop Dean" sentiment in the second-choice preferences of people favoring the other major candidates. Half of Clark's supporters pick Dean as a second choice, and smaller pluralities of supporters of Lieberman (23%), Gephardt (28%), and Kerry (24%) do so as

Candidate Preferences Among Likely Primary Voters		
	<u>First choice</u>	<u>Second choice</u>
	%	%
Dean	26	16
Clark	14	12
Lieberman	13	11
Gephardt	9	11
Kerry	8	9
Sharpton	5	4
Edwards	4	3
Moseley Braun	3	4
Kucinich	1	2
Other	1	1
Don't know	<u>16</u>	<u>27</u>
	100	100

well. A plurality of Dean supporters (27%) would pick Clark second, followed by Gephardt (20%).

Most likely voters (58%) in the Democratic primaries say that picking a candidate closest to them on the issues is more important than choosing the candidate with the best chance of defeating President Bush in the fall (37%). More voters today than in November say they are looking for a candidate who is close to them on issues (in November 49% said this). Liberal Democratic voters are more likely to say they are looking for someone who can defeat President Bush (45% say this), compared with conservative and moderate Democrats (34%).

Increasingly, Dean is viewed by likely Democratic voters as the candidate best able to defeat Bush in the fall; 36% say that, up from 19% in November. One-in-ten likely Democratic voters (10%) believe Clark has the best chance of defeating Bush, while 7% say that about Gephardt and 6% cite Lieberman. Dean does much better among likely voters who say it is more important to pick a candidate who can win in November (46%) than he does among those looking chiefly for compatibility on the issues (29%).

Campaign Interest Higher Than in '92, '96

Although a majority of Democrats (60%) are paying at least somewhat close attention to the race for the Democratic presidential nomination, there has been relatively little increase in attention since September (when 56% were keeping up). Among the general public, interest in the race has not increased markedly since then (46% now, 42% then). Currently 16% are following the campaign very closely, with another 30% paying fairly close attention.

Following News about the Primaries					
	<u>Nov</u> <u>1987</u>	<u>Jan</u> <u>1992</u>	<u>Jan</u> <u>1996</u>	<u>Jan</u> <u>2000</u>	<u>Jan</u> <u>2004</u>
	%	%	%	%	%
Very closely	15	11	10	19	16
Fairly closely	28	25	34	34	30
Not too closely	35	36	31	28	27
Not at all closely	21	27	24	18	26
Don't know	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	100	100	100	100	100

But from a historical perspective, the public's interest in the current campaign is relatively high, especially when the fact that only one party has a contested primary. At this point in the 1992 and 1996 election season, only 11% and 10%, respectively, were following the race very closely. In January 2000, 19% were following very closely, at a point when there were competitive contests in both the Democratic and Republican nomination process.

Public More Aware of Candidates

More people today are aware of the Democratic candidates than in September. Nearly six-in-ten (58%) can come up with the name of at least one candidate when asked who is running for the nomination. A quarter (25%) can accurately recall three or more of the Democratic candidates, compared with only 15% who could do this in September. Democrats are no more able than Republicans to cite the candidates' names.

Dean is by far the best known of the Democratic candidates, with 44% able to mention him – up 25 percentage points since September. By contrast, gains in visibility by the other candidates have been much more modest. Fewer than a quarter (23%) mentioned John Kerry (up four points), 21% mentioned Joe Lieberman (up seven points), 19% mentioned Wesley Clark (up four points), and 18% mentioned Dick Gephardt (up eight points).

	Sept <u>2003</u> %	Jan <u>2004</u> %
Howard Dean	19	44
John Kerry	19	23
Joe Lieberman	14	21
Wesley Clark	15	19
Dick Gephardt	10	18
Al Sharpton	7	13
John Edwards	7	8
Carol Moseley Braun	4	7
Bob Graham	2	*
Dennis Kucinich	2	6
Hillary Clinton	2	1
Al Gore	2	1
Other	2	1

Looking to November

President Bush holds a solid lead over a generic Democrat as voters look ahead to the November election. Nearly half (48%) of registered voters say they would like to see the president reelected, while 38% say they would prefer to see a Democrat win. Overall, roughly two-thirds of voters (65%) say they have already made up their minds who they will support (36% made up their minds for Bush, 29% for a Democrat).

A Pew Research Center survey conducted earlier in January shows that there are no significant differences among the leading Democratic candidates when paired in a match-up against the president. Bush holds a 10-15 point lead regardless of whether his opponent is Clark, Dean, Edwards, Gephardt, Kerry or Lieberman.

Overall, 42% of registered voters sided with Bush in

<i>Bush vs...</i>	Named		
	Bush %	Dem %	DK %
Edwards	54	39	7=100
Dean	53	42	5=100
Kerry	52	41	7=100
Clark	52	42	6=100
Gephardt	52	42	6=100
Lieberman	52	42	6=100

<i>Would vote for...</i>	%
Bush over any Democrat	42
Bush in most cases	12
50-50	2
Democrat in most cases	10
Any Democrat over Bush	32
Don't know in all cases	<u>2</u>
	100

Based on a Pew Research Center survey conducted Dec 19, 2003-Jan 4, 2004 among 1,167 registered voters.

all six head-to-head tests, and another 12% favored him in most cases. By comparison, 32% sided with all six of the Democrats over Bush, and another 10% usually sided with the Democrats. Put in other terms, of roughly three-quarters of voters (74%) say their general election preferences are unaffected by the outcome of the Democratic primary.

More See Bush Victory

With favorable economic news and the capture of Saddam Hussein, public perceptions of the likely outcome of the 2004 election have shifted in favor of the president. Currently, 61% think Bush will be reelected as president in November, while just 21% think a Democratic candidate is more likely to win. This shift has occurred across partisan lines, as Republicans have become more convinced that Bush will prevail, and Democrats have become more pessimistic about their party's chances. Four months ago, most Democrats were optimistic about winning back the White House (by a 59% to 27% margin). Today, Democrats are divided, with 42% predicting a Democratic victory, and 39% a Bush win.

Evaluating the Bush Presidency

Bush's overall job approval is strong when compared with previous presidents at a comparable point in their reelection campaigns. Currently, 56% approve of the president's overall job performance, while 34% disapprove. This is slightly better than the approval ratings of both Reagan and Clinton – and Bush's father – at this point in their first terms.

Moreover, the public gives Bush somewhat better ratings for handling the situation in Iraq than it did in September (59% approve now, 52% then). The public is evenly divided over Bush's handling of the economy (47% approve/47% disapprove). Still, that represents a modest improvement since September, when a 48% plurality gave him negative marks on the economy.

More Americans believe that in the long run, the accomplishments of the Bush administration

	June <u>2003</u>	Sept <u>2003</u>	Jan <u>2004</u>
<i>All Voters</i>	%	%	%
Bush	66	47	61
A Democrat	22	34	21
Don't know	<u>12</u>	<u>19</u>	<u>18</u>
	100	100	100
<i>Republicans</i>			
Bush	91	70	83
A Democrat	4	12	8
Don't know	<u>5</u>	<u>18</u>	<u>9</u>
	100	100	100
<i>Democrats</i>			
Bush	37	27	39
A Democrat	46	59	42
Don't know	<u>16</u>	<u>14</u>	<u>19</u>
	100	100	100

Based on registered voters.

	Reagan Jan <u>1984*</u>	Bush Sr. Jan <u>1992</u>	Clinton Jan <u>1996</u>	Bush Jr. Jan <u>2004</u>
	%	%	%	%
Approve	52	46	50	56
Disapprove	38	43	43	34
Don't know	<u>10</u>	<u>11</u>	<u>7</u>	<u>10</u>
	100	100	100	100

*Source: Gallup.

will outweigh its failures (49%), rather than the reverse (36%). But evaluations of the president's performance vary significantly depending on the issue.

At this point, Bush's handling of the situation in Iraq is seen as the defining issue in his presidency. Among both Democrats and Republicans, ratings of Bush's handling of Iraq have a far greater impact on perceptions of how he will be judged by history than ratings of his economic performance. Not surprisingly, Republicans overwhelmingly believe history will find the administration's accomplishments outweigh its failures (by an 82% to 9% margin), while Democrats largely disagree (63% think the president's failures will outweigh his accomplishments, 22% take the other position).

Not His Father's Economy

Recent news of an economic turnaround, and increasingly consistent partisan support, make the president's reelection prospects entirely different from the situation his father faced in 1992. In January 1992, fully 38% of Americans said the country was "in an economic depression that will last a long time," and another 51% said the nation was "in a recession that would pass fairly soon." Just 7% saw America in an economic recovery.

Today, 45% of Americans say the nation's economy is recovering, and just 18% foresee a long term depression. Not surprisingly, there is a strong partisan element to these views. Two-thirds of Republicans say the economy is in a recovery, just as many Democrats say we are in a recession (42%) or a depression (27%).

The dominance of economic concerns in the public's mind 12 years ago cannot be overstated. In January 1992, fully 76% cited economic problems as most important, while virtually no one expressed concern over foreign policy. While the proportion citing the economy as most important has been growing (from 16% in 2002 to 29% in 2003 to 35% today), it is far from the overwhelming concern it was in 1992. And nearly four-in-ten (37%) now mention concerns related to foreign affairs and terrorism as most important,

No Repeat of 1992		
	Jan <u>1992</u>	Jan <u>2004</u>
	%	%
<i>Economy is in...</i>		
Recovery	7	45
Recession	51	33
Depression	38	18
Don't know	<u>4</u>	<u>4</u>
	100	100
<i>Most important problem</i>		
Economic	76	35
Foreign/Terrorism	1	37
<i>Bush Job</i>		
Approve	46	56
Disapprove	43	34
Don't know	<u>11</u>	<u>10</u>
	100	100
<i>General election preference*</i>		
Reelect Bush	41	48
Prefer Democrat	45	38
Don't know	<u>14</u>	<u>14</u>
	100	100
<i>Who's most likely to win in Nov?***</i>		
Bush	66	61
A democrat	25	21
Don't know	<u>9</u>	<u>18</u>
	100	100

* Among registered voters.
 ** Feb. 1992 registered voters.

issues on which the Republican party is typically seen as very strong.

Interestingly, while economic evaluations and priorities were starkly different 12 years ago than they are today, the public's assessment of the outcome of the general election was fairly similar. Although President H. W. Bush was in a much weaker state politically, more people predicted he would win in November than say that about the current president (66% vs. 61%).

Monthly News Interest: Iraq, Economy

News about *the current situation in Iraq* continues to garner widespread public interest, and there is no sign that interest is waning. Currently, 48% say they are following news from Iraq very closely, and another 39% are following fairly closely, with only 13% not following the story closely. This is comparable to numerous measures taken since the end of major combat in April 2003.

Similarly, public attention to *reports about the condition of the U.S. economy* remains firm, with 37% following very closely and another 41% following fairly closely.

Roughly a third (35%) very closely followed news about *the recent Code Orange alert about the increased risk of a terrorist attack*. This is comparable to the previous two code orange alerts, each of which were followed very closely by 39% of Americans.

Recent reports about a case of mad cow disease in Washington state were very closely followed by 29% of Americans, and another 42% followed fairly closely. Fewer than three-in-ten (28%) say they did not follow this story closely. Interest in this story was consistent across all parts of the country, though residents of rural areas followed somewhat more closely (37% followed very closely, compared with 27% in non-rural areas). Parents were no more likely to follow this story very closely than those with no children living at home.

Most Americans continue to be paying little or no attention to *the race for the Democratic presidential nomination*. Currently, 53% say they are not following the race closely, 30% are following fairly closely, and 16% are following election news very closely.

Iraq, Economy Top News Stories	
	Following <u>very closely</u>
<i>News stories...</i>	%
Situation in Iraq	48
Economic conditions	37
Recent code orange alert	35
Case of mad cow disease	29
Mars landing	19
Democratic primary race	16
Earthquake in Iran	16
Libya ends weapons program	14

Half of Americans followed the Dec. 26 *earthquake in Iran* that killed at least 30,000 people either very (16%) or fairly (34%) closely. This is comparable to Americans' attention to other major international earthquakes, such as the January 2001 earthquake in India that killed over 20,000 people (15% followed very closely) and the June 1990 Iranian earthquake that killed 40-50,000 (20% followed very closely). Clearly, earthquake events within the U.S. garner significantly more attention – the two largest California earthquakes within the past 15 years (each resulting in around 60 deaths) garnered overwhelming public interest.

<i>Percent following...</i>	<i>Very closely</i>
San Francisco {11-89}	73
Southern CA {1-94}	63
Turkey {12-99}	27
Japan {2-95}	25
Iran {7-90}	20
Taiwan {10-99}	17
Iran {1-04}	16
India {2-01}	15

One-in-five Americans (19%) followed news about *the successful landing of a NASA spacecraft on Mars* very closely, and 36% say they followed this story fairly closely. Fully two-thirds say they saw some of the pictures sent back by Spirit. Even a third of those who say they did not follow this news story at all closely saw these images. Overall interest in this story was consistent across the country, though men were somewhat more interested than women. Three-quarters of men saw pictures sent back from Mars, compared with 57% of women.

<i>Seen</i>	<u>Total</u>	<i>How closely followed story</i>			
		<u>Very</u>	<u>what</u>	<u>Not</u>	<u>Not</u>
<i>pictures</i>	%	%	%	%	%
Yes	66	86	79	58	32
No/DK	<u>34</u>	<u>14</u>	<u>21</u>	<u>42</u>	<u>68</u>
	100	100	100	100	100

There is a small segment of the public that places a high priority on space exploration, and their interest in news about Spirit was much higher than the rest of the public. People who say expanding America's space program should be a top priority were roughly three times as likely as those who say it should not be a priority to have followed news about Spirit very closely (32% vs 12%).

ABOUT THIS SURVEY

Results for the survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,503 adults, 18 years of age or older, during the period January 6-11, 2004. Based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. For results based on either Form 1 (N=755) or Form 2 (N=748), the sampling error is plus or minus 4 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.

PRIORITIES FOR CONGRESS AND THE PRESIDENT

(Demographic Breakdown for Top Six Responses)

	Strengthening the nation's <u>economy</u> %	Defending the country from future <u>terrorist attacks</u> %	Improving the educational <u>system</u> %	Improving the job <u>situation</u> %	Making Social Security <u>sound</u> %	Making Medicare <u>sound</u> %
Total	79	78	71	67	65	62
Sex						
Male	77	78	64	65	58	52
Female	82	78	77	69	70	72
Race						
White	78	80	68	66	62	62
Non-white	86	72	81	77	72	65
Black	91	74	90	84	84	75
Hispanic**	86	76	81	68	62	67
Race and Sex						
White Men	76	80	61	64	56	53
White Women	80	80	74	67	69	69
Age						
Under 30	80	71	72	71	57	51
30-49	80	82	70	61	58	60
50-64	81	76	67	69	71	63
65+	79	80	77	74	80	82
Sex and Age						
Men under 50	77	79	62	61	51	48
Women under 50	82	77	78	69	64	66
Men 50+	78	76	68	73	70	60
Women 50+	82	79	74	70	80	81
Education						
College Grad.	75	68	68	59	57	51
Some College	78	78	67	63	60	57
High School Grad.	84	85	72	72	70	69
<H.S. Grad.	83	77	78	82	72	75
Family Income						
\$75,000+	78	77	70	58	56	52
\$50,000-\$74,999	76	83	66	66	58	56
\$30,000-\$49,999	84	79	71	66	66	69
\$20,000-\$29,999	86	76	74	78	69	65
<\$20,000	79	84	75	88	78	76

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

Question:

I'd like to ask you some questions about priorities for President Bush and Congress this year. As I read from a list, tell me if you think the item that I read should be a top priority, important but lower priority, not too important, or should it not be done?

Continued ...

	Strengthening the nation's <u>economy</u> %	Defending the country from future <u>terrorist attacks</u> %	Improving the educational <u>system</u> %	Improving the job <u>situation</u> %	Making Social Security <u>sound</u> %	Making Medicare <u>sound</u> %
Total	79	78	71	67	65	62
Region						
East	76	81	70	64	65	58
Midwest	80	79	64	70	66	63
South	81	81	78	70	71	70
West	80	69	66	63	53	55
Religious Affiliation						
Total White Protestant	77	84	68	62	65	68
White Protestant Evangelical	75	88	66	64	66	67
White Prot. Non-Evangelical	80	81	71	61	64	69
White Catholic	72	78	63	67	67	60
Secular	82	58	66	71	55	41
Community Size						
Large City	83	81	74	69	64	68
Suburb	80	72	61	63	54	51
Small City/Town	79	80	72	70	68	64
Rural Area	79	80	76	67	71	68
Party ID						
Republican	76	88	66	56	58	55
Democrat	86	70	79	76	75	72
Independent	78	78	64	72	64	60
Party and Ideology						
Conservative Republican	71	89	62	57	55	53
Moderate/Liberal Republican	84	84	72	54	64	58
Conserv./Moderate Democrat	88	76	77	77	77	76
Liberal Democrat	81	59	84	73	68	66
Bush Approval						
Approve	78	86	68	63	63	60
Disapprove	84	63	74	76	66	64
Democratic Likely Voter						
Yes	89	72	77	75	73	71
Marital Status						
Married	78	79	72	64	68	63
Unmarried	81	77	69	71	61	62
Parental Status						
Parent	82	80	78	64	64	64
Non-Parent	79	77	68	70	64	62
Labor Union						
Union Household	84	80	73	64	63	60
Non-Union Household	79	78	70	68	65	63

PERCENT FOLLOWING EACH NEWS STORY “VERY CLOSELY”

	Current situation in Iraq	Condition of economy*	Code Orange alert*	Reports about Mad Cow	NASA landing spacecraft on Mars	Democratic president. nomination	Earthquake in Iran*	Reports that Libya will end weapons program*	(N)
	%	%	%	%	%	%	%	%	
Total	48	37	35	29	19	16	16	14	(1503)
Sex									
Male	53	43	31	27	24	16	16	17	(684)
Female	45	31	40	32	15	16	15	12	(819)
Race									
White	48	36	34	28	19	15	14	14	(1221)
Non-white	52	39	40	36	18	19	20	16	(264)
Black	50	42	43	42	16	22	23	11	(167)
Hispanic**	45	n/a	n/a	29	20	15	n/a	n/a	(106)
Race and Sex									
White Men	52	45	30	25	24	16	15	17	(554)
White Women	44	28	38	31	15	14	13	10	(667)
Age									
Under 30	41	22	28	20	14	14	6	6	(285)
30-49	44	35	35	28	20	12	12	13	(597)
50-64	55	46	32	32	20	18	20	16	(339)
65+	61	50	49	41	23	24	28	22	(259)
Education									
College Grad.	50	42	33	26	24	19	15	16	(512)
Some College	47	34	36	29	19	15	12	17	(240)
H.S. Grad or Less	49	36	37	31	17	15	18	12	(741)
Region									
East	48	43	28	26	18	18	15	11	(289)
Midwest	48	40	35	26	16	16	12	12	(373)
South	50	39	39	33	20	15	22	14	(545)
West	48	24	38	30	23	17	10	19	(296)
Party ID									
Republican	53	37	40	29	21	12	15	16	(482)
Democrat	49	42	36	34	16	24	16	16	(464)
Independent	46	33	34	25	22	13	14	13	(466)

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

* Based on split samples; Ns do not apply.

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?

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JANUARY 2004 NEWS INTEREST INDEX
FINAL TOPLINE
January 6 - 11, 2004
N=1503

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>App-rove</u>	<u>Dis-approve</u>	<u>Don't Know</u>		<u>App-rove</u>	<u>Dis-approve</u>	<u>Don't Know</u>
Mid-January, 2004	56	34	10=100	2001			
Early January, 2004	58	35	7=100	Mid-November, 2001	84	9	7=100
2003				Early October, 2001	84	8	8=100
December, 2003	57	34	9=100	Late September, 2001	86	7	7=100
November, 2003	50	40	10=100	Mid-September, 2001	80	9	11=100
October, 2003	50	42	8=100	Early September, 2001	51	34	15=100
September, 2003	55	36	9=100	August, 2001	50	32	18=100
Mid-August, 2003	56	32	12=100	July, 2001	51	32	17=100
Early August, 2003	53	37	10=100	June, 2001	50	33	17=100
Mid-July, 2003	58	32	10=100	May, 2001	53	32	15=100
Early July, 2003	60	29	11=100	April, 2001	56	27	17=100
June, 2003	62	27	11=100	March, 2001	55	25	20=100
May, 2003	65	27	8=100	February, 2001	53	21	26=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				
2002							
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				
April, 2002	69	18	13=100				
Early April, 2002	74	16	10=100				
February, 2002	78	13	9=100				
January, 2002	80	11	9=100				

Q.2 In the long run, do you think the accomplishments of the Bush Administration will outweigh its failures, or will the failures outweigh the accomplishments?

		----- Clinton -----					-- Reagan --	
				Early		<i>Newsweek</i>		
		Jan	Jan	Aug	Jan	Sept	May	Feb
		<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1999</u>	<u>1998</u>	<u>1987</u>	<u>1987</u>
49	Accomplishments will outweigh failures	60	51	56	50	52	46	52
36	Failures will outweigh accomplishments	27	37	38	34	35	41	38
<u>15</u>	Don't know/Refused	<u>13</u>	<u>12</u>	<u>6</u>	<u>16</u>	<u>13</u>	<u>13</u>	<u>10</u>
100		100	100	100	100	100	100	100

Q.3 Now thinking about George W. Bush's upcoming State of the Union address... Do you consider this year's State of the Union address to be MORE important than past years', LESS important, or about as important as past years'?

		--- Clinton ---			
		Jan	Jan	Jan	Jan
		<u>2003</u>	<u>2002</u>	<u>2000</u>	<u>1999</u>
34	More important	52	54	16	27
9	Less important	6	4	22	16
49	Same	35	36	53	51
<u>8</u>	Don't know/Refused	<u>7</u>	<u>6</u>	<u>9</u>	<u>6</u>
100		100	100	100	100

Q.4 What do you think is the most important problem facing the country today? [RECORD VERBATIM RESPONSE. PROBE FOR CLARITY – DO NOT PROBE FOR ADDITIONAL MENTIONS. IF MORE THAN ONE MENTION, RECORD ALL IN ORDER OF MENTION]

	Apr 2003	Feb 2003	March 2002	May 2001	Feb 2001	Aug 1999	June 1999	May 1998	Nov 1997	July 1996	June 1995	Mar 1994	Dec 1993	June 1993	Jan 1992	May 1990	Feb 1989	Apr 1987
20 Economy (general)	28	21	8	7	7	2	3	4	4	4	5	4	6	17	43	5	4	7
16 War/War in Iraq	14	34	10**	-	--	--	--	--	9	--	--	--	--	--	--	--	--	--
14 Terrorism	9	16	24	1	*	*	*	*	*	--	--	--	--	--	--	--	--	--
13 Unemployment/Lack of jobs	10	6	4	5	6	3	4	6	6	7	10	12	15	19	22	7	9	13
5 Dissatisfaction with govt/politics	3	5	4	2	5	6	5	10	4	8	6	5	2	5	2	2	1	*
5 Health care/costs	3	2	2	6	7	9	3	4	5	4	7	14	14	11	3	3	1	*
3 Immigration	1	--	1	1	2	1	--	--	--	--	--	1	--	--	--	--	--	--
3 Defense issues/Military spending/ National & homeland security	2	2	5	1	1	2	*	1	*	--	--	--	--	--	--	--	--	--
3 Poverty/Hunger/Starvation	3	1	2	3	3	4	3	3	3	3	4	2	3	3	1	3	4	6
3 Morality/Ethics/Family values	4	5	8	6	12	13	11	10	9	13	12	10	6	7	3	5	2	3
3 Education	4	1	4	8	11	8	7	9	5	6	6	5	5	5	2	4	4	*
2 U.S. foreign policy/Intl affairs	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
2 Deficit/National debt/ Balanced budget	2	--	1	1	1	3	1	6	5	7	9	5	6	13	4	11	19	12
2 Issues related to elderly	1	--	1	2	2	1	3	3	1	2	*	1	1	2	1	2	2	*
1 Trade/Jobs moving overseas	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
1 More attention to problems at home-	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
1 Crime/Gangs/Justice system	1	1	4	4	8	12	11	13	12	19	22	31	25	7	3	7	8	3
1 Drugs/Alcohol	1	2	4	4	6	6	5	7	7	8	5	10	8	5	4	37	23	6
1 Peace in the world/Peace	1	1	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
1 Taxes	1	--	1	3	3	3	2	4	3	3	3	3	2	4	1	3	2	*
1 Inflation/Difference between wages/costs	1	1	1	1	3	1	*	2	1	2	3	2	2	2	2	3	2	3
1 Race relations/Racism	1	--	1	2	2	2	1	1	1	2	2	3	1	2	1	2	*	*
1 Homelessness	1	--	1	1	2	2	4	2	3	2	4	3	5	5	6	8	10	*
1 Environment/pollution	*	*	1	3	1	*	*	2	1	1	1	2	1	*	1	8	2	0
9 Other																		
1 None	1	1	1	*	2	*	1	*	1	*	--	--	--	--	--	--	--	--
4 Don't know/No answer	9	4	8	8	7	11	11	12	7	6	3	4	6	2	3	1	3	3
35 (NET) ECONOMIC	41	29	16	40	26	15	8	16	18	18	28	26	33	53	76	26	28	35
(NET) DEFENSE/TERRORISM/ 37 INTERNATIONAL	29	54	39	3	5	7	11	5	10	1	9	2	-	-	-	-	-	-

** War in Afghanistan in March 2002

IF ANSWER GIVEN IN Q.4, ASK [N=1438]:

Q.5 Which political party do you think can do a better job of handling the problem you just mentioned – the Republican Party or the Democratic Party?

--- Gallup ---

		March 2002	Jan 1999 ²	April 1998	July 1996	April 1995	July 1994	June 1993	Jan 1992 ³	May 1990	May 1988	Jan 1988	May 1987
35	Republican Party	38	33	40	36	42	36	28	32	29	26	30	28
35	Democratic Party	27	43	42	35	32	33	35	41	30	38	35	38
14	No difference (VOL)	21	n/a	10	18	17	16	23	12	31	22	24	24
<u>16</u>	Don't know	<u>14</u>	<u>24</u>	<u>8</u>	<u>11</u>	<u>9</u>	<u>15</u>	<u>14</u>	<u>15</u>	<u>10</u>	<u>14</u>	<u>11</u>	<u>10</u>
100		100	100	100	100	100	100	100	100	100	100	100	100

ASK ALL:

Q.6 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. OBSERVE FORM SPLITS]

		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
a.	The race for the Democratic presidential nomination	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 ⁴	14	28	29	28	1=100
	January, 2000	19	34	28	18	1=100
	January, 1996	10	34	31	24	1=100
	January, 1992	11	25	36	27	1=100
	November, 1987	15	28	35	21	1=100
b.	News about the current situation in Iraq	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

² In January 1999, the “no difference” and “don’t know” categories are combined.

³ Based on registered voters.

⁴ 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 1996, the story was listed as “News about the Republican presidential candidates.” In 1992 and 1987, the story was listed as “News about the Democratic candidates for the Presidential nomination.”

Q.6 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/Ref
April 11-16, 2003 ⁵	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 ⁶	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

ASK FORM 1 [N=755]:

c. Reports about the condition of the U.S. economy	37	41	15	7	*=100
December, 2003	35	38	14	11	2=100
November, 2003	40	34	15	10	1=100
October, 2003	32	39	16	12	1=100
September, 2003	39	30	18	12	1=100
March, 2003	40	35	16	8	1=100
February, 2003	42	33	15	10	*=100
January, 2003	40	35	13	11	1=100
December, 2002	38	34	17	10	1=100
February, 2002	35	40	15	9	1=100
January, 2002	30	44	16	9	1=100
December, 2001	37	40	13	8	2=100
Mid-November, 2001	41	36	15	7	1=100
June, 2001	24	41	18	16	1=100
May, 2001	34	36	15	15	0=100
April, 2001	36	34	16	13	1=100
February, 2001	30	39	18	12	1=100
January, 2001	32	38	17	11	2=100
June, 1995	26	41	22	11	*=100
March, 1995	27	45	19	9	*=100
February, 1995	23	41	22	13	1=100
December, 1994	28	43	20	9	*=100
October, 1994	27	40	20	12	1=100
June, 1994	25	42	23	10	*=100
May, 1994	33	40	16	10	1=100
January, 1994	34	39	16	10	1=100
Early January, 1994	36	44	13	7	*=100
December, 1993	35	41	15	8	1=100
October, 1993	33	38	20	9	*=100
September, 1993	37	40	14	8	1=100
Early September, 1993	39	39	14	9	*=100
August, 1993	41	36	14	9	*=100
May, 1993	37	38	18	6	1=100

⁵ From March 20 to April 16, 2003 the story was listed as "News about the war in Iraq."

⁶ 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."

Q.6 CONTINUED...

		Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	<u>DK/Ref</u>
ASK FORM 2 [N=748]:						
d.F2	The recent "code orange" alert about the increased risk of a terrorist attack	35	38	16	10	1=100
	February, 2003	39	35	16	9	1=100
	Early September, 2002 ⁷	39	29	16	15	1=100

ASK ALL:

e.	Reports about a case of mad cow disease in Washington state	29	42	19	9	1=100
	Early September, 2001 ⁸	18	34	27	20	1=100
	March, 2001	22	33	22	22	1=100

ASK FORM 1 [N=755]:

f.F1	The earthquake in Iran	16	34	31	19	*=100
	July, 1990	20	36	28	16	*=100

ASK FORM 2 [N=748]:

g.F2	Reports that Libya will end its weapons program and cooperate with UN inspectors	14	30	28	27	1=100
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ASK ALL:

h.	The successful landing of a NASA spacecraft on Mars	19	36	26	18	1=100
	December, 1999 ⁹	18	38	22	22	*=100
	August, 1997	22	36	23	19	*=100
	Early September, 1996	8	19	31	41	1=100

Q.7 Have you happened to see any pictures sent back by the NASA spacecraft that recently landed on Mars, or haven't you had the chance to see any?

66	Yes, have seen pictures
34	No, have not
*	Don't know/Refused
100	

NO QUESTIONS 8 THRU 9

⁷ In Early September 2002 the story was listed as "The Homeland Security office issuing a "code orange" alert about the increased risk of a terrorist attack."

⁸ In Early September 2001 the story was listed as "The spread of mad cow disease in Europe." In March 2001 the story was listed as "The outbreak of foot-and-mouth disease among livestock in Europe."

⁹ In December 1999 the story was listed as "The failure of the Mars Polar Lander space craft to send data back to Earth." In August 1997 the story was listed as "The exploration of the planet Mars by the Pathfinder spacecraft." In Early September 1996 the story was listed as "NASA's discovery of possible life on Mars."

ASK ALL:

Q.10 If there is a Democratic primary election or caucus in your state this year, how likely is it that you will vote? Are you very likely, somewhat likely, not too likely, or not at all likely to vote in the Democratic primaries? **[INTERVIEWER: IF RESPONDENT IS NOT SURE WHETHER THEY ARE ELIGIBLE TO VOTE, ENTER PUNCH 6]**

<u>Total</u>	<u>RV</u>		<i>Registered Voters</i>		
			<u>Early Jan 2004</u>	<u>Nov 2003</u>	<u>Jan¹⁰ 2000</u>
39	44	Very likely	51	45	77
12	10	Somewhat likely	13	16	11
11	9	Not too likely	8	11	3
32	32	Not at all likely	24	21	5
1	1	No primary (VOL.)	*	1	1
3	3	Not sure if eligible/Not eligible to participate (VOL.)	2	3	--
<u>2</u>	<u>1</u>	Don't know/Refused (VOL.)	<u>2</u>	<u>3</u>	<u>3</u>
100	100		100	100	100

(N=1140)

Q.11 Looking ahead to the general election in November, would you like to see George W. Bush re-elected president in 2004 or would you prefer that a Democratic candidate win the election? **[INTERVIEWER: IF R SAYS "OTHER" OR "SOMEONE ELSE," PROBE ONCE: "If you had to choose, would you like to see George W. Bush re-elected or would you prefer that a Democratic candidate win the election?"]**

	----- Total -----			----- Registered Voters -----			(N=1140)
	<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>	
Mid-January, 2004	44	40	16=100	48	38	14=100	
Early January, 2004	43	43	14=100	44	42	14=100	
December, 2003	47	38	15=100	49	37	14=100	
October, 2003	40	44	16=100	42	42	16=100	
September, 2003	44	43	13=100	45	43	12=100	
August, 2003	40	39	21=100	43	38	19=100	
Mid-July, 2003	45	37	18=100	47	37	16=100	
April, 2003	46	35	19=100	48	34	18=100	
Late March, 2003 ¹¹ (Gallup)	51	36	13=100	51	36	13=100	
Mid-March, 2003 (Gallup)	45	42	13=100	45	42	13=100	
George H.W. Bush							
February, 1992	40	48	12=100	39	49	12=100	
January, 1992	42	42	16=100	41	45	14=100	
November, 1991	41	43	16=100	41	44	15=100	

¹⁰ In January 2000 the question was worded: "If there is a primary election in your state this year, how likely is it that you will vote in either the Republican or Democratic primary for President?"

¹¹ The March 2003 trends are from Gallup and were worded: "If George W. Bush runs for re-election in 2004, in general are you more likely to vote for Bush or for the Democratic Party's candidate for president?"

IF "BUSH" (1 IN Q.11) ASK:

Q.12 Have you pretty much made up your mind that you are going to support George W. Bush or is there a chance you might support a Democratic candidate?

	----- Total -----			----- Registered Voters -----		
	Made up mind to support Bush	Might support a Democrat	Can't support	Made up mind to support Bush	Might support a Democrat	Can't support
	<u>31</u>	<u>10</u>	<u>3=44</u>	<u>36</u>	<u>10</u>	<u>2=48</u>
Mid-January, 2004						
September, 2003	31	9	4=44	33	9	3=45

IF "DEMOCRATIC CANDIDATE" (2 IN Q.11) ASK:

Q.13 Have you pretty much made up your mind that you are going to support a Democratic candidate or is there a chance you might support George W. Bush?

	----- Total -----			----- Registered Voters -----		
	Made up mind to support a Democratic candidate	Might support Bush	Can't support	Made up mind to support a Democratic candidate	Might support Bush	Can't support
	<u>29</u>	<u>7</u>	<u>4=40</u>	<u>29</u>	<u>5</u>	<u>4=38</u>
Mid-January, 2004						
September, 2003	29	8	6=43	30	8	5=43

ASK FORM 1 ONLY:

Q.14F1 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=572]:

		<i>George H.W. Bush</i>				
		Sept 2003	June 2003	March 1992	Feb 1992	Oct 1991
61	George W. Bush, or	<u>47</u>	<u>66</u>	<u>72</u>	<u>66</u>	<u>78</u>
21	A Democratic candidate	<u>34</u>	<u>22</u>	<u>20</u>	<u>25</u>	<u>11</u>
<u>18</u>	Don't know/Refused	<u>19</u>	<u>12</u>	<u>8</u>	<u>9</u>	<u>11</u>
100		100	100	100	100	100

ASK FORM 2 ONLY [N=748]:

Q.15F2 Overall, what's your impression of the candidates running for the Democratic presidential nomination? AS A GROUP, would you say they are excellent candidates, good candidates, fair candidates or poor candidates?

		<i>Democratic</i>	<i>Republican</i>	<i>-- Democratic --</i>			<i>Republican</i>
		Sept 2003	Oct 1995	Feb 1992	Oct 1991	Jan 1988	Jan 1988
4	Excellent	<u>3</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>3</u>
27	Good	<u>27</u>	<u>29</u>	<u>31</u>	<u>18</u>	<u>27</u>	<u>34</u>
40	Fair	<u>39</u>	<u>46</u>	<u>51</u>	<u>38</u>	<u>44</u>	<u>42</u>
17	Poor	<u>15</u>	<u>18</u>	<u>9</u>	<u>15</u>	<u>17</u>	<u>11</u>
<u>12</u>	Don't know/Refused	<u>16</u>	<u>4</u>	<u>6</u>	<u>27</u>	<u>9</u>	<u>10</u>
100		100	100	100	100	100	100

ASK ALL:

Q.16 Can you tell me the names of any candidates running for the Democratic nomination for president in 2004? ... Can you think of any others? [**PROBE FOR MULTIPLE RESPONSES, INCLUDING MULTIPLE “OTHERS” IN ADDITION TO PRECODES: IF RESPONDENT MENTIONS A NAME BUT VOLUNTEERS THAT THE PERSON IS NOT PLANNING TO RUN, DO NOT CODE NAME; IF RESPONDENT MAKES DISTINCTIONS BETWEEN CANDIDATES THEY LIKE OR DISLIKE, OR SAYS “I don’t like/won’t vote for any of them” PROBE WITH “This question is only which candidates you’ve HEARD OF, not which candidates you like.”]**

		<i>Dem</i>	<i>Dem</i>	<i>Dem</i>	<i>Dem</i>	<i>Rep</i>	<i>Rep</i>	<i>Dem</i>	<i>Dem</i>
		Sept	April	Jan	Sept	Sept	Aug	Oct	May
		<u>2003</u>	<u>2003</u>	<u>2003</u>	<u>1999</u>	<u>1999</u>	<u>1995</u>	<u>1991</u>	<u>1991</u>
42	Could not name any candidates	59	68	65	48	37	44	73	76
58	Could name a candidate	41	32	35	52	63	56	27	24
44	Howard Dean	19	3	1					
23	John Kerry	19	11	10					
21	Joe Lieberman	14	8	14					
19	Wesley Clark	15	0	0					
18	Dick Gephardt	10	5	12					
13	Al Sharpton	7	4	3					
8	John Edwards	7	4	10					
7	Carol Moseley Braun	4	*	0					
6	Dennis Kucinich	2	*	0					
*	Bob Graham	2	2	1					
1	Hillary Clinton	2	3	3					
1	Al Gore	2	5	3					
1	Other	2	5	8					

ASK IF “VERY” OR “SOMEWHAT” LIKELY TO VOTE (1,2 IN Q.10):

- Q.17 I am going to read you the names of some possible candidates for the Democratic nomination for president in 2004. AFTER I READ ALL THE NAMES, please tell me which one you would most like to see nominated as the Democratic party’s candidate for president? (**PROBE: PLEASE WAIT UNTIL I READ THE ENTIRE LIST OF NAMES BEFORE YOU RESPOND.**) (**READ AND RANDOMIZE. IF “None” or “Don’t know/Refused” PROBE ONCE WITH: Well as of today, to whom do you most lean?**) **IF CANDIDATE GIVEN (1 thru 10 in Q.17) ASK:**
- Q.18 And who would be your SECOND choice? [**RE-READ LIST, IF NECESSARY – EXCLUDE NAME CITED IN Q.17**] **IF NAMED CANDIDATE GIVEN (1 thru 9 in Q.17) ASK:**
- Q.19 Do you support (**INSERT RESPONSE FROM Q.17**) strongly or only moderately?

BASED ON DEMOCRATS/LEAN DEMOCRAT WHO ARE VERY/SOMEWHAT LIKELY TO VOTE¹²
[N=415]

Choice			Early Jan 2004		Nov 2003	
<u>1st</u>	<u>2nd</u>		<u>1st</u>	<u>2nd</u>	<u>1st</u>	<u>2nd</u>
26	16	Howard Dean	27	16	15	15
11		Strongly			5	
15		Only Moderately/Don’t know			10	
14	12	Wesley Clark	10	11	15	8
6		Strongly			6	
8		Only Moderately/Don’t know			9	
13	11	Joe Lieberman	13	11	12	10
4		Strongly			4	
9		Only Moderately/Don’t know			8	
9	11	Richard Gephardt	10	10	12	7
3		Strongly			4	
6		Only Moderately/Don’t know			8	
8	9	John Kerry	7	9	6	10
3		Strongly			2	
5		Only Moderately/Don’t know			4	
5	4	Al Sharpton	5	4	5	4
1		Strongly			2	
4		Only Moderately/Don’t know			3	
4	3	John Edwards	6	2	5	3
1		Strongly			1	
3		Only Moderately/Don’t know			4	
3	4	Carol Moseley Braun	3	3	4	3
1		Strongly			2	
2		Only Moderately/Don’t know			2	
1	2	Dennis Kucinich	2	2	2	2
1		Strongly			1	
*		Only Moderately/Don’t know			1	
1	1	Other (VOL)	1	*	1	1
--	3	None (VOL)	--	4	--	4
--	17	No 1 st choice	--	16	--	23
16	7	Don't Know/No answer (VOL)	16	12	23	10
100	100		100	100	100	100

¹² Results based on Democrats or independents who lean Democratic and are registered to vote and are very or somewhat likely to vote in a Democratic primary or caucus in their state in 2004. Respondents who later said they would not vote when asked for their choice among the Democratic contenders were excluded from the tabulations.

ASK ALL:

Q.20 Regardless of who you personally prefer, which Democratic candidate do you think has the best chance of defeating George W. Bush in the November presidential election? **(RE-READ LIST IF NECESSARY)**

**BASED ON DEMOCRATS/LEAN DEMOCRAT WHO ARE VERY/SOMEWHAT LIKELY TO VOTE
[N=415]**

<u>Total</u>	<u>Dem Likely Voters</u>		<u>Dem Likely Voters Nov 2003</u>
25	36	Howard Dean	19
9	10	Wesley Clark	11
9	6	Joe Lieberman	8
6	7	Richard Gephardt	7
5	5	John Kerry	6
3	3	John Edwards	2
2	1	Al Sharpton	2
1	*	Carol Moseley Braun	1
*	1	Dennis Kucinich	0
1	2	Other (VOL.)	3
11	5	None has a chance (VOL.)	6
<u>28</u>	<u>24</u>	Don't Know/No answer (VOL.)	<u>35</u>
100	100		100

ASK IF “VERY” OR “SOMEWHAT” LIKELY TO VOTE (1,2 IN Q.10):

Q.21 If you had to choose, which would be more important to you in deciding who to support in the Democratic primaries? **[READ AND ROTATE]**

**BASED ON DEMOCRATS/LEAN DEMOCRAT WHO ARE VERY/SOMEWHAT LIKELY TO VOTE
[N=415]**

	<u>Nov 2003</u>
58	Picking a candidate who comes closest to your positions on the issues [or]
37	Picking a candidate who has the best chance of defeating George W. Bush in November
1	Other (VOL.)
<u>4</u>	Don't know/Refused (VOL.)
100	<u>49</u>
	44
	1
	<u>6</u>
	100

ASK ALL:

Q.22 If "6" represents someone who is very liberal in politics and "1" represents someone who is very conservative, where on this scale of 6 to 1 would you rate the following people and yourself? First, where would you place (INSERT ITEM; RANDOMIZE ITEMS, BUT ALWAYS ASK "Yourself" LAST) ? [IF ANSWERS "DON'T KNOW"/"NEVER HEARD OF" DO NOT PROBE.]

		<i>Based on Those Who Could Rate</i>							
		----- Conservative ----			---- Liberal ----			Never heard of/	
		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>DK/Refused</u>	(N) ¹³
a.	George W. Bush	28	28	16	10	8	10=100	10%	(1364)
	January, 2000	13	26	30	14	10	7=100	16%	
	May, 1999	15	24	27	15	10	9=100	15%	
b.	Hillary Clinton	10	6	12	16	21	35=100	15%	(1273)
c.	Howard Dean	6	6	20	23	21	24=100	35%	(983)
d.	Wesley Clark	5	11	34	28	12	10=100	47%	(791)
e.	John Edwards	6	10	26	30	16	12=100	56%	(652)
f.	Richard Gephardt	5	9	27	29	17	13=100	38%	(927)
g.	John Kerry	6	9	27	30	17	11=100	45%	(823)
h.	Joe Lieberman	6	11	26	26	19	12=100	29%	(1071)
i.	Yourself	15	15	27	18	14	11=100	5%	(1438)
	January, 2000	15	16	31	16	10	12=100	8%	
	May, 1999	13	12	30	20	11	14=100	7%	
	September, 1996	17	10	31	18	13	11=100		
	September, 1988	14	15	29	20	12	10=100		
	Newsweek: 1984	16	9	31	19	12	13=100		

¹³ Numbers listed are the number of respondents who could rate each candidate or themselves and on which all percentages are based, except for the percentage of "Never heard of/Don't know/Refused" which is based on total.

ASK ALL:

On another subject...

Q.23 I'd like to ask you some questions about priorities for President Bush and Congress this year. As I read from a list, tell me if you think the item that I read should be a top priority, important but lower priority, not too important or should it not be done? (First,) should **(INSERT ITEM; RANDOMIZE; OBSERVE FORM DIFFERENCES)** be a top priority, important but lower priority, not too important, or should it not be done? (What about **(INSERT ITEM)**?)

		Top Priority	Important But lower Priority	Not too Important	Should Not Be Done	DK/Ref
ASK ITEMS a THRU k OF FORM 1 ONLY [N=755]:						
a.F1	Improving the job situation	67	28	3	1	1=100
	January, 2003	62	32	4	1	1=100
	January, 2002	67	27	4	1	1=100
	January, 2001	60	30	6	2	2=100
	January, 2000	41	35	16	4	4=100
	July, 1999	54	30	10	3	3=100
	January, 1999	50	34	10	2	4=100
	January, 1998	54	32	10	3	1=100
	January, 1997	66	26	5	2	1=100
	December, 1994	64	27	5	2	2=100
b.F1	Reducing the budget deficit	51	38	6	3	2=100
	January, 2003	40	44	11	2	3=100
	January, 2002	35	44	13	3	5=100
	January, 1997	60	30	5	2	3=100
	December, 1994	65	26	5	1	3=100
c.F1	Reducing crime	53	34	9	2	2=100
	January, 2003	47	42	8	2	2=100
	January, 2002	53	39	6	*	2=100
	January, 2001	76	19	3	2	*=100
	January, 2000	69	24	4	1	2=100
	July, 1999	76	20	2	1	1=100
	January, 1999	70	24	3	1	2=100
	January, 1998	71	25	2	1	1=100
	January, 1997	70	25	3	2	*=100
	December, 1994	78	17	2	1	2=100
d.F1	Reducing federal income taxes for the middle class	44	37	12	6	1=100
	January, 2002	43	37	11	6	3=100
	January, 2001	66	26	4	3	1=100
	January, 2000	54	34	7	3	2=100
	July, 1999	57	30	8	4	1=100
	January, 1999	52	33	8	3	4=100
	January, 1998	54	33	8	3	2=100
	January, 1997	42	38	10	8	2=100
	December, 1994	53	32	9	3	3=100
e.F1	Protecting the environment	49	40	10	1	*=100
	January, 2003	39	50	9	1	1=100
	January, 2002	44	42	12	1	1=100
	January, 2001	63	30	3	3	1=100

Q.23 CONTINUED...

		Top <u>Priority</u>	Important But lower <u>Priority</u>	Not too <u>Important</u>	Should Not <u>Be Done</u>	<u>DK/Ref</u>
	January, 2000	54	37	6	2	1=100
	July, 1999	59	32	7	1	1=100
	January, 1999	52	39	7	1	1=100
	January, 1998	53	37	8	1	1=100
	January, 1997	54	35	8	2	1=100
f.F1	Regulating health maintenance organizations (HMOs) and managed health care plans	50	35	8	4	3=100
	January, 2003	48	38	7	3	4=100
	January, 2002	50	37	7	4	2=100
	Early September, 2001	54	34	5	5	2=100
	January, 2001	66	22	4	5	3=100
	January, 2000	56	30	7	3	4=100
	July, 1999	57	29	7	4	3=100
g.F1	Developing a national missile defense system to protect against missile attacks	35	34	18	11	2=100
	January, 2003	42	34	13	8	3=100
	January, 2002	39	35	15	7	4=100
	Early September, 2001	35	39	14	11	1=100
	January, 2001	41	32	14	9	4=100
h.F1	Reforming the campaign finance system	24	38	23	8	7=100
	January, 2002	23	35	28	6	8=100
	Early September, 2001	29	35	23	8	5=100
	January, 2001	37	32	18	6	7=100
	January, 2000	32	34	20	6	8=100
	July, 1999	28	37	23	7	5=100
	January, 1999	29	36	21	6	8=100
	January, 1998	32	34	24	5	5=100
	January, 1997	31	37	23	5	4=100
i.F1	Defending the country from future terrorist attacks	78	18	2	1	1=100
	January, 2003	81	16	2	1	0=100
	January, 2002	83	15	1	*	1=100
j.F2	Dealing with global trade issues	32	47	14	3	4=100
	January, 2002	25	55	13	2	5=100
	January, 2001	37	46	8	3	6=100
	January, 2000	30	48	14	1	7=100
k.F1	Passing a constitutional amendment that would prohibit gay marriages	22	16	22	37	3=100

Q.23 CONTINUED...

		<u>Top</u>	<u>Important</u>	<u>Not too</u>	<u>Should Not</u>	<u>DK/Ref</u>
		<u>Priority</u>	<u>But lower</u>	<u>Important</u>	<u>Be Done</u>	
ASK ITEMS 1 THRU v OF FORM 2 ONLY [N=748]:			<u>Priority</u>	<u>Important</u>	<u>Be Done</u>	<u>DK/Ref</u>
l.F2	Improving the educational system	71	23	4	1	1=100
	January, 2003	62	31	4	1	2=100
	January, 2002	66	27	4	1	2=100
	Early September, 2001	76	19	3	1	1=100
	January, 2001	78	17	1	3	1=100
	January, 2000	77	18	3	1	1=100
	July, 1999	74	19	4	1	2=100
	January, 1999	74	22	2	1	1=100
	January, 1998	78	17	3	2	*=100
	January, 1997	75	20	3	2	*=100
m.F2	Taking steps to make the Social Security system financially sound	65	28	4	2	1=100
	January, 2003	59	34	4	1	2=100
	January, 2002	62	32	3	1	2=100
	Early September, 2001	74	22	2	1	1=100
	January, 2001	74	21	1	2	2=100
	January, 2000	69	27	2	1	1=100
	July, 1999	73	23	3	*	1=100
	January, 1999	71	24	3	1	1=100
	January, 1998	71	24	4	1	*=100
	January, 1997	75	20	2	2	1=100
n.F2	Taking steps to make the Medicare system financially sound	62	32	4	1	1=100
	January, 2003	56	39	4	*	1=100
	January, 2002	55	38	5	1	1=100
	January, 2001	71	24	2	1	2=100
	January, 2000	64	30	3	1	2=100
	July, 1999	71	24	3	1	1=100
	January, 1999	62	33	2	1	2=100
	January, 1998	64	31	3	1	1=100
	January, 1997	64	31	3	1	1=100
o.F2	Dealing with the problems of poor and needy people	50	42	6	1	1=100
	January, 2003	48	45	5	1	1=100
	January, 2002	44	46	7	2	1=100
	January, 2001	63	28	6	1	2=100
	January, 2000	55	38	4	1	2=100
	July, 1999	60	33	5	1	1=100
	January, 1999	57	37	4	1	1=100
	January, 1998	57	34	6	2	1=100
	January, 1997	57	35	6	2	*=100
p.F2	Dealing with the moral breakdown in the country	45	31	13	9	2=100
	January, 2003	39	34	16	7	4=100
	January, 2002	45	32	12	7	4=100
	January, 2001	51	27	10	7	5=100
	January, 2000	48	34	9	6	3=100
	July, 1999	55	28	8	5	4=100

Q.23 CONTINUED...

		Top Priority	Important But lower Priority	Not too Important	Should Not Be Done	DK/Ref
	January, 1999	50	31	10	5	4=100
	January, 1998	48	31	13	6	2=100
	January, 1997	52	29	10	6	3=100
q.F2	Providing health insurance to the uninsured	54	34	8	3	1=100
	January, 2003	45	41	10	2	2=100
	January, 2002	43	45	7	3	2=100
	January, 2001	61	31	4	2	2=100
	January, 2000	55	32	8	2	3=100
r.F2	Strengthening the U.S. military	48	31	15	5	1=100
	January, 2003	48	34	11	4	3=100
	January, 2002	52	37	7	2	2=100
	January, 2001	48	37	8	5	2=100
s.F2	Strengthening the nation's economy	79	16	2	1	2=100
	January, 2003	73	23	2	1	1=100
	January, 2002	71	26	2	*	1=100
	Early September, 2001 ¹⁴	80	18	1	*	1=100
	January, 2001	81	15	2	1	1=100
	January, 2000	70	25	3	1	1=100
t.F2	Dealing with the nation's energy problem	46	41	10	1	2=100
	January, 2003	40	46	10	1	3=100
	January, 2002	42	46	7	2	3=100
	Early September, 2001 ¹⁵	46	41	6	2	5=100
u.F2	Increasing the minimum wage	38	39	17	5	1=100
	Early September, 2001	40	40	13	6	1=100
	January, 2000	34	41	16	6	3=100
v.F2	Expanding America's space program	10	39	37	13	1=100

¹⁴ In Early September 2001, January 2001 and January 2000 the item was worded "Keeping the economy strong."

¹⁵ In Early September 2001 the item was worded "Passing a comprehensive energy plan."

ASK ALL:

Q.24 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	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
Clinton: Early September, 1998	71	23	6=100
Clinton: September, 1997	60	34	6=100
Clinton: January, 1996	50	42	8=100
Clinton: June, 1995	46	46	8=100
Clinton: October, 1994	45	46	9=100
Clinton: July, 1994	38	56	6=100
Bush, Sr.: August, 1990	40	52	8=100
Bush, Sr.: May, 1990	42	47	11=100
b. The situation in Iraq	59	37	4=100
September, 2003	52	40	8=100
April 10-16, 2003 ¹⁶	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
Gallup: Late January, 1991	84	11	5=100
c. The nation's foreign policy	53	36	11=100
March, 2003	53	36	11=100
April, 2002	69	20	11=100
Gallup: October, 2001	81	14	5=100
Early September, 2001	46	34	20=100
August, 2001 ¹⁷	45	32	23=100

¹⁶ 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."

¹⁷ In August 2001 roughly half of the U.S. sample was asked about Bush's handling of international policy, while the other half was asked about the handling of the nation's foreign policy. Results did not differ between question wordings.

Q.25 Thinking now about job opportunities where you live, would you say there are plenty of jobs available in your community or are jobs difficult to find?

		<i>U.S. News & World Report</i>					
		Oct	June	June	Aug	May	Jan
		<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>1992</u>	<u>1992</u>	<u>1992</u>
27	Plenty of jobs available	24	31	42	15	16	12
60	Jobs are difficult to find	66	59	44	76	77	79
6	Lots of some jobs, few of others (VOL)	5	4	8	6	4	6
<u>7</u>	Don't know	<u>5</u>	<u>6</u>	<u>6</u>	<u>3</u>	<u>3</u>	<u>3</u>
100		100	100	100	100	100	100

Q.26 THROUGH Q.33 HELD FOR RELEASE

Q.34 How would you describe economic conditions in this country? Would you say the economy is now recovering OR that we are in a recession that will pass fairly soon OR that we are in an economic depression that will last a long time?

IF 'RECOVERING' (1 IN Q.34) ASK:

Q.35 Would you say the economic recovery is very strong -- or that the recovery is only modest?

		March	Dec	Jan	March	Jan
		<u>1994¹⁸</u>	<u>1993</u>	<u>1993</u>	<u>1992</u>	<u>1992</u>
45	Recovery	40	37	34	16	7
8	Recovery is very strong	2	--	--	--	--
36	Only modest recovery	37	--	--	--	--
1	Don't know/Refused	1	--	--	--	--
33	Recession	33	27	35	41	51
18	Depression	21	29	27	40	38
<u>4</u>	Don't know	<u>6</u>	<u>7</u>	<u>4</u>	<u>3</u>	<u>4</u>
100		100	100	100	100	100

Q.36 HELD FOR RELEASE

¹⁸ In March 1994 the follow up question was worded: "Would you say the economy is now surging -- or that the recovery is only modest?"