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Democrats, Blacks Less Confident in Accurate Vote Count
RACE TIGHTENS AGAIN, KERRY'S IMAGE IMPROVES

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Democrats, Blacks Less Confident in Accurate Vote Count **RACE TIGHTENS AGAIN, KERRY'S IMAGE IMPROVES**

As the campaign heads into its final stages, the presidential race is again extremely close. The latest Pew Research Center survey of 1,307 registered voters, conducted Oct. 15-19, finds President George W. Bush and Sen. John Kerry tied at 45%-45% among registered voters, and 47%-47% among likely voters.¹ These findings represent a gain in support for the Democratic challenger since early October, when he trailed the president among both likely and registered voters.

Kerry's gains in the horse race are tied more to an improving personal image than to growing strength on the issues. In particular, the Democratic challenger has virtually erased Bush's advantage for honesty and having good judgment in a crisis. Kerry is again seen as the more empathetic candidate, an advantage he held earlier in the campaign but lost after the Republican convention. Bush continues to lead by significant but narrowing margins as the stronger leader and as the candidate more willing to take an unpopular stand on the issues.

There has been little movement in how voters assess the candidates on the issues. But a separate Pew Research Center poll of 803 adults shows that Bush's own approval measures have weakened appreciably. Bush's overall job approval stands at 44%, while solid majorities disapprove of his handling of the situation in Iraq (56% disapprove) and the economy (55%). Even on terrorism, the president's strongest issue, his approval rating stands at 49% – the lowest level since the Sept. 11 attacks.

Despite this erosion, however, most voters continue to believe that Bush, not Kerry, would do a better job of defending the country from future terrorist attacks (by 53%-35%). Bush also holds a 47%-41% advantage over Kerry as the candidate best able to handle Iraq. As in the past, more voters express confidence in Kerry than Bush to deal with the economy and improve the nation's health care system.

The survey finds that voter opinion is solidifying even as the race tightens. A decreasing

	Sept 22-26	Oct 1-3	Oct 15-19
<i>Registered Voters</i>	%	%	%
Bush	48	48	45
Kerry	40	41	45
Nader	2	2	1
Undecided	<u>10</u>	<u>9</u>	<u>9</u>
	100	100	100
N=	(948)	(1,002)	(1,307)
<i>Likely Voters¹</i>			
Bush	--	49	47
Kerry	--	44	47
Nader	--	2	1
Undecided	--	<u>5</u>	<u>5</u>
		100	100
N=		(801)	(1,070)

¹ Likely voters are determined by a seven-question series that measures interest in the election, intention to vote and a respondent's past voting history. For this analysis, it is assumed that 55% of the voting age population will cast a vote in November.

number of supporters of each candidate – 8% of Kerry voters and 9% of Bush voters – say they could still change their vote before Nov. 2. Moreover, 80% of all voters say the candidates take different positions from one another on the issues, far higher than the percentage who expressed that view in June, and at any point in the 2000 campaign.

Voters are broadly aware of most of the character and policy criticisms being traded by the candidates, such as the charge that Kerry “changes his mind too much” and that Bush “misled the public about the war in Iraq.” Among swing voters, in particular, the criticism that Kerry changes his mind too much is more damaging than the charges that he supports a return to big government or is “too liberal for the country.” By contrast, two major charges against Bush – that he misled the public on Iraq and that he “cares more about the rich” – are about equally troubling to swing voters.

Reflecting the closeness of the presidential race, identical numbers of voters now express favorable opinions of both Bush and Kerry (56% each). As in previous surveys, swing voters have positive impressions of both men – 60% say that about Bush, 57% have a favorable opinion of Kerry.

Since the beginning of October, Kerry has achieved notable gains among two key groups of voters – women and white Catholics. The gender gap is now about the same as it was in the 2000 exit poll, with women supporting Kerry by 10 points (51%-41%), while men back Bush by about the same margin (50%-39%). Women age 50 and older, who have been about evenly divided in recent Pew polls, now back Kerry by a substantial margin (53%-36%). And white Catholic voters, who have consistently favored Bush over the past month, now lean toward Kerry by 50%-43% (see table, pg. 12).

Despite Kerry’s improved showing in the horse race, he has yet to fully dispel concerns of voters who believe it would be risky to change leaders with the country facing war and the continuing threat of terrorism. The new survey finds that 41% of all voters – including a third of

Issues and Traits			
Trait better describes...	Sept 22-26	Oct 1-3	Oct 15-19
<i>Strong leader</i>	%	%	%
Bush	54	57	50
Kerry	28	32	36
<i>Honest & truthful</i>			
Bush	41	47	40
Kerry	32	34	37
<i>Good judgment in a crisis</i>			
Bush	49	51	48
Kerry	36	37	41
<i>Cares about people</i>			
Bush	38	41	38
Kerry	42	43	48
<i>Willing to take an unpopular stand</i>			
Bush	63	68	63
Kerry	23	23	27
Who can best handle...			
<i>Economy</i>			
Bush	39	40	40
Kerry	46	46	47
<i>Situation in Iraq</i>			
Bush	46	50	47
Kerry	38	40	41
<i>Terrorism</i>			
Bush	54	57	53
Kerry	30	32	35
<i>Health care</i>			
Bush	32	31	34
Kerry	48	49	50
Based on registered voters			

swing voters – believe it is a “major risk” to replace Bush with Kerry at this time. And when voters are asked about the risk of making a change while the U.S. is “threatened by terrorism,” slightly more voters (44%) say replacing Bush with Kerry represents a major risk.

The poll also finds that voters, by two-to-one (54%-27%), believe that Bush will win the election. More than eight-in-ten Bush voters (85%) believe the president will win, while Kerry supporters are much less confident (54% expect Kerry to win).

Bush Approval Ratings Sag

Overall views of Bush’s performance in office continue to sag. Evaluations of the president’s handling of Iraq, terrorism and foreign policy moved somewhat higher in the weeks following the Republican convention, but they have returned to levels as low, or lower, as in the late spring and summer.

Currently, 44% of Americans approve of the president’s job overall, while 48% disapprove. By large margins, majorities disapprove of how the president is handling Iraq (56% disapprove, 37% approve) and the economy (55%, 38%). Just under half of Americans (49%) approve of how the president is handling terrorist threats, down from 62% in early September.

Voters’ Priorities

For the most part, the issue priorities of voters have changed little since August. About three-quarters (78%) cite the economy as very important to their vote, and roughly the same number mention terrorism (77%), education (75%), Iraq (74%) and health care (73%). The issue of jobs was not included in the August survey, but that also ranks as a leading priority on the current survey (76% very important).

While the priorities of committed Bush voters differ markedly from those of certain Kerry voters, swing voters’ priorities are much closer to those of Kerry supporters than Bush voters. Nearly nine-in-ten Bush voters (88%) cite terrorism as very important to their vote, while other issues

Bush Approval Ratings				
	<u>June</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>
	June	Aug	Sept	Oct
	%	%	%	%
<i>Overall job</i>			Early	Mid
Approve	48	46	--	44
Disapprove	43	45	--	48
Don't know	<u>9</u>	<u>9</u>	--	<u>8</u>
	100	100		100
<i>The economy</i>				
Approve	43	42	44	38
Disapprove	50	52	49	55
Don't know	<u>7</u>	<u>6</u>	<u>7</u>	<u>7</u>
	100	100	100	100
<i>Iraq situation</i>				
Approve	42	43	47	37
Disapprove	51	52	45	56
Don't know	<u>7</u>	<u>5</u>	<u>8</u>	<u>7</u>
	100	100	100	100
<i>Terrorist threats</i>				
Approve	56	58	62	49
Disapprove	35	37	32	40
Don't know	<u>9</u>	<u>5</u>	<u>6</u>	<u>11</u>
	100	100	100	100
<i>Foreign policy</i>				
Approve	40*	42	47	37
Disapprove	48	49	42	49
Don't know	<u>12</u>	<u>9</u>	<u>11</u>	<u>14</u>
	100	100	100	100

Based on general public.
* Trend is from July.

lag well behind in importance. Iraq and moral issues rank second among Bush voters (at 74% and 73% respectively), followed by the economy and education (67% each). Both terrorism and moral values rank much lower among the priorities of Kerry supporters and swing voters, which are dominated by bread-and butter issues such as jobs, health care and the economy.

Jobs and health care lead the priorities of committed Kerry voters (87% rank each as “very important”). The economy ranks just behind at 86%, followed by education (81%), the budget deficit and Iraq (77% each). Swing voters also rate the economy, education, jobs and health care as most important. Terrorism, the leading issue for committed Bush voters, is a lower priority for Kerry supporters and swing voters, although about seven-in-ten in each group cite terrorism as a very important factor in their vote.

While most voters rate moral values as very important in their vote – and this is especially the case for certain Bush voters – they view specific social issues such as gay marriage and stem cell research as much less important. Of 16 issues tested, gay marriage is the lowest rated priority among Kerry supporters (26% very important) and swing voters (29%). While a somewhat higher percentage of committed Bush voters than others cite gay marriage as very important to their vote, significantly fewer do so now than in early August (51% then, 38% today).

Conflicting Voter Concerns		
<u>Certain Bush</u>	<u>Certain Kerry</u>	<u>Swing Voters</u>
88 Terrorism	87 Jobs	83 Economy
74 Iraq	87 Health care	80 Education
73 Moral values	86 Economy	78 Jobs
67 Economy	81 Education	76 Health care
67 Education	77 Budget deficit	74 Social Security
64 Jobs	77 Iraq	74 Taxes
57 Health care	72 Social Security	72 Terrorism
56 Taxes	70 Terrorism	68 Iraq
52 Social Security	68 Environment	65 Environment
50 Abortion	63 Energy	64 Energy
43 Gun control	56 Taxes	60 Moral values
40 Energy	53 Moral values	58 Budget deficit
38 Gay marriage	53 Stem cell	45 Gun control
33 Stem cell	47 Gun control	44 Abortion
33 Budget deficit	44 Abortion	42 Stem cell
32 Environment	26 Gay marriage	29 Gay marriage

Percent ranking each as a very important to their vote.
Based on registered voters.

Religious Gap on Social Issues

However, social issues do figure heavily in the voting decisions of white evangelical Protestants. About six-in-ten white evangelicals (61%) say abortion is very important to their vote, and roughly half (49%) say gay marriage will be a major factor in their vote. About half as many white mainline Protestants, white Catholics, and seculars rate the issue of gay marriage as equally important.

<i>Percent considering each very important...</i>	White evangelical	White mainline	White Catholic	Secular
	<u>Prot</u> %	<u>Prot</u> %	<u>Catholic</u> %	<u>Secular</u> %
Moral values	81	55	58	38
Abortion	61	34	40	36
Gay marriage	49	23	21	27
Stem cell research	40	39	43	43

Evangelical Protestants are those who consider themselves to be “born again or evangelical.” Mainline Protestants are all others. Seculars are those who say they have no religion when asked. Based on registered voters.

Abortion is a slightly bigger factor in the voting decisions of white Catholics than mainline Protestants (40% vs. 34%), but ranks below most other issues in importance. There are fewer differences among religious groups over the importance of stem cell research. Roughly four-in-ten members of all major religious groups, including seculars, say it will be very important in their voting decision.

Reasons for Supporting Bush, Kerry

Supporters of Bush and Kerry offer very different reasons for why they want to see their candidate elected. For Bush voters, positive assessments of the president’s character are mentioned nearly as often as his stance on the issues, while for Kerry voters issues are predominant.

About four-in-ten Bush voters (38%) volunteer the president’s position on issues as the reason they most want to see him reelected. But nearly as many (34%) mention Bush’s personal qualities, such as his honesty and integrity, leadership qualities or his moral and Christian values. Roughly a quarter of Bush voters (24%) cite the president’s record in office and support for what he has done so far. Slightly fewer (16%) focused on negative aspects of Kerry or the need for continuity of leadership during a war.

	%
NET Issues	38
Terrorism/Security	10
Iraq/War/Military	7
Like his stand on issues	6
Abortion/Pro-life	5
Taxes	4
Economy/Jobs	3
NET Positive Qualities	34
Moral/Christian values	12
Honesty/Integrity	5
Leadership/strong leader	5
Keeps promises	4
NET Record	24
Done a good job	17
Finish the job	3
Knows what he is doing	3
NET Against Opponent	16
Anti Kerry	6
Wrong time for a change	4

Total adds to more than 100% due to multiple responses. Based on registered voters who plan to vote for Bush.

Issues dominate the reasons Kerry voters give for why they want him to win on Nov. 2. Fully six-in-ten cite issues, including the war in Iraq and military issues, or the economy and jobs. A third of Kerry supporters mention negative factors about Bush as the main reason they want Kerry to prevail. Just 12% of Kerry voters mention the challenger’s personal qualities, far fewer than the 34% of Bush supporters who cite the president’s personal traits as the main reason they want him elected.

Campaign Themes Resonate

Majorities of voters say they are familiar with the leading criticisms lodged by each candidate against the other. Swing voters are generally less engaged in the presidential campaign, but nearly as many swing voters as committed voters say they have heard of criticisms made against Bush and Kerry.

	%
NET Issues	60
Iraq/War/Military	18
Economy/Jobs	14
Like stand on issues	8
Health care	5
For middle class	4
Democrat/liberal	4
Foreign policy	4
NET Against Opponent	34
Time for a change	12
Anti-Bush	10
Bush did poor job	6
NET Positive Qualities	12
Smart/intelligent	3

Totals to more than 100% due to multiple responses. Based on registered voters who plan to vote for Kerry.

About three-quarters (76%) of swing voters have heard the criticism that Kerry changes his mind too much, and 64% have heard the charge that Kerry is too liberal for the country. The president and his supporters also have charged that Kerry would bring big government solutions to issues such as health care, but voters generally – and swing voters in particular – are less aware of this criticism.

Of the criticisms lodged against Kerry, the “flip-flop” charge has the greatest impact. Nearly a third of swing voters (32%) – and 37% of all voters – say hearing this criticism makes them less likely to vote for Kerry. Even 17% of Democratic voters say that claim makes them less likely to support Kerry.

Among all voters, the criticism that Bush misled the public about the war (44%), and

	--- Impact on Vote ---			Total who have heard
	Less Likely	No Effect	More Likely	
	%	%	%	
<i>John Kerry ...</i>				
Changes his mind too much	32	42	1	⇒ 76%
Too liberal for the country	21	42	1	⇒ 64%
Will bring back big government	21	23	0	⇒ 44%
<i>George W. Bush ...</i>				
Cares more about the rich	38	40	2	⇒ 80%
Misled the public about Iraq	38	42	2	⇒ 82%
Unwilling to admit mistakes	26	43	1	⇒ 70%

Based on registered voters.

that he cares more about the rich than average Americans (41%), are most persuasive. Both of these criticisms have an impact on swing voters, with 38% saying that each makes them less likely to vote for Bush. Both also appear to be influential among voters in battleground states; 44% of voters in these states say the charge that Bush misled on Iraq makes them less likely to support him, while 45% say the same about the criticism that Bush cares more about the rich than average Americans.

Most Are Confident in Electoral System

A majority of voters (62%) say they are “very” confident that their vote will be counted accurately in the upcoming election. Another 26% say they are “somewhat” confident, while small minorities say they are “not too” confident (7%) or “not at all” confident (4%) about their vote being counted.

However, there are wide disparities in voter confidence across political, racial, and other demographic lines. Just 47% of African American and 52% of Hispanic voters say they are very confident their vote will be counted, compared with 65% of white voters. More broadly, while three-quarters of Bush supporters are very confident their vote will be counted, only about half of Kerry supporters (49%) say the same.

New voters, and younger people in general, express more skepticism than older people about the electoral process. Just half of voters under age 30 (49%) say they are very confident their vote will be counted accurately, and this is about the same among all registered voters who say this year will be the first time they will have ever voted (47%).

Overall, women are less confident in the voting process than are men. Two-thirds of men are very confident that their vote will be counted (67%), but only 56% of women feel this way.

Over seven-in-ten registered voters (72%) say they have heard about the use of new technology by many states to change the way votes are cast and counted in this year’s election, though the public’s reaction to these electoral reforms is lukewarm. Among those familiar with the changes, 24% say technology will make things better; 27% say they will not make much difference,

Confident Your Vote Will be Counted?				
	<u>Very</u>	<u>Somewhat</u>	<u>Not too/</u>	<u>DK</u>
	<u>%</u>	<u>%</u>	<u>Not at all</u>	<u>%</u>
			<u>%</u>	
All RVs	62	26	11	1=100
Men	67	21	11	1=100
Women	56	32	11	1=100
White	65	25	9	1=100
Black	47	36	15	2=100
Hispanic	52	32	16	0=100
18-29	49	36	14	1=100
30-49	61	28	10	1=100
50-64	67	24	8	1=100
65+	65	17	14	4=100
Bush voters	75	20	4	1=100
Kerry voters	49	33	17	1=100
<i>First time voting?</i>				
Yes	47	36	16	1=100
No	63	25	11	1=100

Based on registered voters.

and 12% say the changes will make things worse.

Ground Game Gearing Up

While get-out-the-vote efforts will move into high gear over the next two weeks, 26% of registered voters say they already have been contacted over the phone by candidates, campaigns or other groups urging them to vote in a particular way on Nov. 2. Overall, 7% of voters say they have been contacted only by Republican groups, while another 7% have been contacted by both Republican and Democratic groups. About as many voters report being contacted by Democratic groups (6% Democrat only, 7% both).

The concentration of campaigns' telephone efforts in the battleground states, and among voters who have yet to make up their minds is apparent. Fully 36% of voters in battleground states say they have been contacted about the election, compared with 21% of voters in states where Kerry is favored, and 19% in states where Bush is expected to win. In the battleground states, 12% of registered voters in the battleground states say they have already been contacted by phone from *both* sides during this campaign, and both Democrats and Republicans appear to be reaching about the same number of voters.

Telephone contacts have been far less common among younger voters than among those over age 50. Only about one-in-five voters under age 30 (18%) report having been called by a campaign, party or group, compared with 29% of those age 50-64 and 40% of those age 65 and older. Among voters age 65 and older, about twice as many (14%) report they have been contacted only by Republican groups as say they have been contacted only by Democratic groups (6%); 12% of those 65 and older say they have been contacted by both Republican and Democratic groups.

	Yes, <u>Contacted</u> %	---By whom?---		
		Reps <u>only</u> %	Dems <u>only</u> %	<u>Both</u> %
All RVs	26	7	6	7
18-29	18	4	6	4
30-49	20	5	5	7
50-64	29	6	8	8
65+	40	14	6	12
Certain Bush	26	8	6	7
Certain Kerry	25	6	7	7
Swing voters	29	4	4	10
Red states	19	6	4	4
Blue states	21	5	6	5
Battleground	36	8	8	12

Based on registered voters.

Ballot Proposals Attract Interest

Overall, more than four-in-ten voters (42%) say initiatives, referendums, or state constitutional amendments are on the ballot in their states this fall. In the 34 states where there are statewide proposals on the ballot, 56% of voters say they are aware of such measures.

Nearly three-quarters (72%) of voters in Western states are aware of initiatives on their ballot, which reflects the fact that there are statewide measures in every state in that region. By comparison, far fewer voters in the South (43%), Midwest (35%) and East (17%) are aware of ballot initiatives in their states.

Gambling measures are the most visible type of ballot measures, followed by proposed constitutional amendments to ban gay marriage. One-in-five respondents (20%) who say there are ballot measures up in their states mention some type of gambling issue. Gay marriage is a close second to gambling in its visibility. Eleven states have proposals to amend state constitutions to ban gay marriage. Overall, 15% of voters aware of ballot measures mentioned gay marriage, and this figure is 45% in states with gay marriage proposals on the ballot.

Among voters aware of initiatives and referendums in their state, 41% say they are very interested in such ballot issues this year; 45% are fairly interested. Comparable numbers of people across the ideological spectrum – liberals, moderates, conservatives – express interest in ballot measures.

Ballot Measures Go West			
<i>Aware of any ballot measures?</i>	<u>Yes</u>	<u>No</u>	<u>DK/Ref.</u>
	%	%	%
All RVs	42	31	27=100
East	17	44	39=100
Midwest	35	39	26=100
South	43	29	28=100
West	72	13	15=100
<i>Ballot issues in your state?*</i>			
Gambling/Lottery	20		
Gay marriage/Gay rights	15		
Education/School	9		
Taxes	7		
Malpractice/Tort reform	5		
Environmental issues	3		
Other local bond issues	4		
Public transportation	2		
Stem cell research	2		
Immigration issues	2		
Health care	2		
Politicians/Elections	2		
Other	10		
Don't Know	37		
*Asked only of those who said voters in their state will be able to vote on a ballot proposal.			

War Support Wanes

Americans are now closely divided over the decision to go to war in Iraq – 46% believe it was the right decision while 42% say it was wrong. In September, a 53% majority said it was the right decision, compared with 39% who said it was the wrong decision.

Support for the war has slipped among nearly all demographic and political groups, but the shift has been especially dramatic among young people. Just 43% of those under age 30 have a positive view of the decision to go to war, down from 59% in early September.

Other judgments about the war in Iraq have been relatively stable since September.

About half (51%) consider the war in Iraq to be going at least fairly well, while 43% say it is not going well. These assessments are virtually unchanged from last month. A majority (at 57%) continue to believe that the U.S. should keep the troops in Iraq until the situation has stabilized, while 36% say the troops should be brought home as soon as possible.

A plurality of Americans (45%) say the war in Iraq has helped the war on terrorism, while 40% believe it has hurt that effort. There is no agreement concerning the war’s impact on the risk of terrorism in this country. About a third (36%) say the war in Iraq has increased the chances of terrorism in the U.S.; 32% say it has lessened that risk; and 28% say the war has made no difference.

Surging Election News Interest

While the intensely fought presidential election is drawing wide attention, *the high price of gasoline these days* currently tops the American public’s list of news interests. Nearly two-thirds (64%) say they are following news about gas prices very closely, and another 22% are following somewhat closely. Public attention to this story has not been as high since May 2001. Interest in this issue is high across all parts of the country.

Decision to Use Force in Iraq

	---Early Sept---			---Mid Oct---		
	<u>Right</u>	<u>Wrong</u>	<u>DK</u>	<u>Right</u>	<u>Wrong</u>	<u>DK</u>
	%	%	%	%	%	%
Total	53	39	8	46	42	12
Men	60	36	4	51	38	11
Women	46	43	11	40	47	13
18-29	59	33	8	43	44	13
30-49	55	38	7	50	40	10
50-64	53	41	6	45	46	9
65+	42	48	10	39	42	19
Conserv Rep	86	9	5	82	11	7
Mod/Lib Rep	81	15	4	66	22	12
Independent	51	41	8	45	41	14
Cons/Mod Dem	33	61	6	24	66	10
Liberal Dem	24	72	4	9	85	6

Based on general public.

Record Interest in Election, But Gas Prices Draw Most Attention

	Following <u>very closely</u>
	%
<i>News stories...</i>	
Gasoline prices	64
Presidential election	46
Flu vaccine shortages	44
Situation in Iraq	42
Economic conditions	30
Mt. St. Helen rumblings	20

Based on general public.

Nearly half of Americans (46%) are following *news about candidates for the 2004 presidential election* very closely. Looking specifically at registered voters, fully 54% are following news about the campaign very closely, far higher than the 40% who closely followed campaign news four years ago or the 34% who were very interested in campaign news on the eve of the 1996 election. Only in 1992 was voter interest in the campaign as high as it is currently.

	Oct 1988	Oct 1992	Nov 1996	Oct 2000	Oct 2004
	%	%	%	%	%
Very closely	43	55	34	40	54
Fairly closely	44	36	45	37	29
Not too closely	11	7	15	15	11
Not at all closely	2	2	6	8	5
Don't know	*	0	*	*	1
	100	100	100	100	100

Based on registered voters.

The *shortage in the supply of flu vaccines available this year* is being followed very closely by 44% of Americans. Interest is highest among women (52% vs. 35% of men), as well as older and lower income Americans.

Despite continuing violence in Iraq, public attention to news from that country has fallen over the past month, from 47% following very closely in September to 42% today. There is also a considerable drop in the proportion of Americans closely following economic news. Just three-in-ten report paying very close attention to *reports about the condition of the U.S. economy*, down from 39% a month ago.

One-in-five say they are following news about a possible eruption of Mount St. Helens, the largest active volcano in the U.S. that last blew its top in 1980. Not surprisingly, attention is higher in the West (28% very closely) than elsewhere.

	Following <u>very closely</u> %
Women	52
Men	35
18-29	33
30-49	38
50-64	52
65+	60
Under \$20k	57
\$20-\$50k	38
\$50-\$75k	46
\$75k +	45

Based on general public.

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

	Sept. 17-21 2004		Sept. 22-26 2004		October 1-3 2004		October 15-19 2004		<i>Change in Bush Oct. 1-3 - Oct. 15-19</i>
	Bush %	Kerry %	Bush %	Kerry %	Bush %	Kerry %	Bush %	Kerry %	
Total	45	42	48	40	48	41	45	45	-3
Sex									
Male	47	40	52	37	53	37	50	39	-3
Female	42	44	45	42	43	45	41	51	-2
Race									
White	51	37	54	35	53	36	51	40	-2
Non-white	14	71	24	64	23	68	22	66	-1
Black	5	83	12	73	7	84	11	75	+4
Race and Sex									
White Men	54	34	56	32	57	33	54	37	-3
White Women	48	39	51	37	49	38	48	44	-1
Age									
Under 30	35	53	48	42	46	44	44	47	-2
30-49	48	39	51	39	51	40	49	44	-2
50-64	42	46	49	38	47	42	43	49	-4
65+	50	37	44	43	43	41	42	45	-1
Sex and Age									
Men under 50	46	39	53	37	55	37	51	39	-4
Women under 50	42	47	47	43	45	44	44	50	-1
Men 50+	49	42	50	38	50	37	49	41	-1
Women 50+	42	43	44	42	42	46	36	53	-6
Education									
College Grad.	48	43	47	44	48	45	47	47	-1
Some College	43	44	48	40	49	44	50	42	+1
High School Grad. or Less	43	42	50	37	47	37	41	46	-6
Family Income									
\$75,000+	53	42	50	43	54	41	48	43	-6
\$50,000-\$74,999	49	41	63	28	59	37	57	37	-2
\$30,000-\$49,999	42	44	50	42	44	43	46	47	+2
\$20,000-\$29,999	42	48	41	45	38	48	45	48	+7
<\$20,000	26	57	36	43	40	44	26	61	-14

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.....

Ralph Nader was asked about only in 32 states where he is on the ballot.

Continued on next page...

	Sept. 17-21 2004		Sept. 22-26 2004		October 1-3 2004		October 15-19 2004		<i>Change in Bush Oct. 1-3 - Oct. 15-19</i>
	<u>Bush</u> %	<u>Kerry</u> %	<u>Bush</u> %	<u>Kerry</u> %	<u>Bush</u> %	<u>Kerry</u> %	<u>Bush</u> %	<u>Kerry</u> %	
Total	45	42	48	40	48	41	45	45	-3
Region									
East	40	46	43	45	39	49	35	56	-4
Midwest	45	38	53	37	53	38	48	42	-5
South	48	42	49	38	51	37	51	38	0
West	41	46	47	42	43	44	43	50	0
Religious Affiliation									
Total White Protestant	59	31	61	29	60	30	59	34	-1
- Evangelical	68	23	74	18	73	21	70	22	-3
- Non-Evangelical	49	39	45	43	47	40	49	45	+2
White Catholic	47	38	49	39	49	33	43	50	-6
Secular	22	56	30	54	31	55	32	59	+1
Party ID									
Republican	91	4	90	3	90	3	89	7	-1
Democrat	8	85	10	81	9	85	7	88	-2
Independent	40	41	46	38	42	39	43	43	+1
Party and Ideology									
Conservative Republican	95	3	94	1	95	1	93	4	-2
Moderate/Liberal Rep.	85	8	85	6	80	7	80	16	0
Conservative/Mod. Dem.	9	84	14	75	11	81	9	84	-2
Liberal Democrat	7	90	4	92	3	95	2	96	-1
Battleground States*									
Republican States							56	34	
Democratic States							36	53	
Battleground States							43	49	

* New definition of battleground states being applied in this survey.

ABOUT THE SURVEYS

Results for the **Mid-October 2004 political survey** are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,568 adults, 18 years of age or older, during the period October 15-19, 2004. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3 percentage points. For results based on either Form 1 (N=772) or Form 2 (N=796), the sampling error is plus or minus 4 percentage points. For results based on registered voters (N=1,307) the sampling error is plus or minus 3 percentage points. If based on Form 1 or Form 2 registered voters only (Form 1 N=633 or Form 2 N=674), the sampling error is plus or minus 4.5 percentage points. For results based on likely voters (N=1,070) the sampling error is plus or minus 3.5 percentage points.

The **Mid-October Omnibus survey** was conducted concurrently with a nationwide sample of 803 adults during the period October 15-19, 2004. This survey included questions on presidential approval and news interest. The sampling error for this survey 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.

SURVEY METHODOLOGY IN DETAIL

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed). The design of the sample ensures this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

The telephone exchanges were selected with probabilities proportional to their size. The first eight digits of the sampled telephone numbers (area code, telephone exchange, bank number) were selected to be proportionally stratified by county and by telephone exchange within county. That is, the number of telephone numbers randomly sampled from within a given county is proportional to that county's share of telephone numbers in the U.S. Only working banks of telephone numbers are selected. A working bank is defined as 100 contiguous telephone numbers containing three or more residential listings.

The sample was released for interviewing in replicates. Using replicates to control the release of sample to the field ensures that the complete call procedures are followed for the entire sample. The use of replicates also insures that the regional distribution of numbers called is appropriate. Again, this works to increase the representativeness of the sample.

At least 10 attempts were made to complete an interview at every sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making a contact with a potential respondent. All interview breakoffs and refusals were re-contacted at least once in order to attempt to convert them to completed interviews. In each contacted household, interviewers asked to speak with the "youngest male 18 or older who is at home." If there is no eligible man at home, interviewers asked to speak with "the oldest woman 18 or older who is at home." This systematic respondent selection technique has been shown empirically to produce samples that closely mirror the population in terms of age and gender.

Non-response in telephone interview surveys produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis.

The demographic weighting parameters are derived from a special analysis of the most recently available Annual Social & Economic Supplement data from the Census Bureau (March 2003). This analysis produced population parameters for the demographic characteristics of households with adults 18 or older, which are then compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone. The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters. Form 1 and Form 2 interviews were weighted separately on these parameters and on the overall presidential vote preference in order to ensure equivalence between the two forms.

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
MID-OCTOBER 2004 POLITICAL SURVEY
FINAL TOPLINE
October 15-19, 2004
General Public N=1568
Registered Voter N=1307

NOTE: ALL NUMBERS IN SURVEY, INCLUDING TREND FIGURES, ARE BASED ON REGISTERED VOTERS EXCEPT WHERE NOTED

THOUGHT How much thought have you given to the coming presidential election . . . Quite a lot or only a little?

	Quite <u>A lot</u>	(VOL.) <u>Some</u>	Only a <u>Little</u>	(VOL.) <u>None</u>	DK/ <u>Ref.</u>
Mid-October, 2004	76	5	15	3	1=100
Early October, 2004	74	4	19	2	1=100
September 22-26, 2004	68	4	23	4	1=100
September 17-21, 2004	66	4	25	4	1=100
Early September, 2004	71	3	22	3	1=100
<i>September 11-14</i>	69	3	23	4	1=100
<i>September 8-10</i>	73	3	21	2	1=100
August, 2004	69	2	26	2	1=100
July, 2004	67	2	28	2	1=100
June, 2004	58	3	36	2	1=100
May, 2004	59	6	30	4	1=100
Late March, 2004	60	4	31	4	1=100
Mid-March, 2004	65	2	31	2	*=100
2000 Early November, 2000	72	6	19	2	1=100
Late October, 2000	66	6	24	4	*=100
Mid-October, 2000	67	9	19	4	1=100
Early October, 2000	60	8	27	4	1=100
September, 2000	59	8	29	3	1=100
July, 2000	46	6	45	3	*=100
June, 2000	46	6	43	5	*=100
May, 2000	48	4	42	5	1=100
April, 2000	45	7	41	7	*=100
1996 November, 1996	67	8	22	3	*=100
October, 1996	65	7	26	1	1=100
Late September, 1996	61	7	29	2	1=100
Early September, 1996	56	3	36	4	1=100
July, 1996	55	3	41	1	*=100
June, 1996	50	5	41	3	1=100
1992 October, 1992	77	5	16	1	1=100
September, 1992	69	3	26	1	1=100
August, 1992	72	4	23	1	*=100
June, 1992	63	6	29	1	1=100
1988 Gallup: November, 1988	73	8	17	2	0=100
Gallup: October, 1988	69	9	20	2	0=100
Gallup: August, 1988	61	10	27	2	0=100
Gallup: September, 1988	57	18	23	2	0=100

QUESTION 1 HELD FOR FUTURE RELEASE

REGIST These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

IF RESPONDENT ANSWERED '1' YES IN REGIST ASK:

REGICERT Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

- 83 Yes, registered
- 80 Absolutely certain
- 2 Chance registration has lapse – **SKIP TO Q.40**
- 1 Don't know/Refused (VOL.) – **SKIP TO Q.40**
- 17 No, not registered – **SKIP TO Q.40**
- * Don't know/Refused (VOL.) – **SKIP TO Q.40**
- 100

ASK ALL REGISTERED VOTERS:

PRECINCT Have you ever voted in your precinct or election district?

		Early			Early	Late	Mid-	Early	Late	Early		Late	
		Sept	Aug	Nov	Nov	Oct	Oct	Oct	Oct	Oct	Nov	Sept	Nov
		<u>2004</u>	<u>2004</u>	<u>2002</u>	<u>2000</u>	<u>2000</u>	<u>2000</u>	<u>2000</u>	<u>1998</u>	<u>1998</u>	<u>1996</u>	<u>1996</u>	<u>1994</u>
79	Yes	83	88	86	83	81	82	84	86	87	85	85	91
21	No	17	12	14	17	19	18	16	14	13	15	15	9
*	Don't know/Ref.	*	0	*	*	*	0	*	*	*	*	*	*
100		100	100	100	100	100	100	100	100	100	100	100	100

FOLGOV Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election or not. Other's aren't that interested. Would you say you follow what's going on in government and public affairs most of the time, some of the time, only now and then, or hardly at all?²

	<u>Most of</u>	<u>Some of</u>	<u>Only Now</u>	<u>Hardly</u>	<u>DK/Ref</u>
	<u>The Time</u>	<u>the Time</u>	<u>and Then</u>	<u>at All</u>	
Mid-October, 2004	63	26	8	3	*=100
June, 2004	49	35	12	4	*=100
August, 2003	56	31	10	3	*=100
Early November, 2000	51	32	12	5	*=100
November, 1996	52	32	12	4	*=100
October, 1996	43	37	13	6	1=100
October, 1988	52	33	12	3	*=100

² Complete trend for FOLGOV not shown; comparable election year trends are presented.

OFTVOTE How often would you say you vote... (READ)³

					(VOL.)	(VOL.)	
	<u>Always</u>	<u>Nearly Always</u>	<u>Part of The time</u>	<u>Seldom</u>	<u>Never Vote</u>	<u>Other</u>	<u>DK/Ref.</u>
Mid-October, 2004	63	22	7	5	2	1	*=100
Early November, 2000	57	26	8	6	2	1	*=100
Late October, 2000	52	30	9	6	1	2	0=100
Mid-October, 2000	54	27	10	6	*	3	*=100
Early October, 2000	51	29	10	6	3	1	*=100
November, 1996	55	28	8	6	2	1	*=100
October, 1996	52	30	9	5	2	2	*=100
Early October, 1992	54	33	8	4	*	1	*=100
October, 1988	51	37	8	3	1	*	*=100

NO QUESTIONS 2 THROUGH 3

³ Complete trend for OFTVOTE not shown; comparable election year trends are presented.

NOTE: IN 32 STATES WHERE NADER IS ON THE BALLOT, INCLUDE NADER. IN STATES WHERE NADER IS NOT ON THE BALLOT, NADER NOT INCLUDED.

Q.4 If the presidential election were being held TODAY, would you vote [INSERT, ROTATE **REPUBLICAN AND DEMOCRATIC TICKETS WITH NADER TICKET LAST**] 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?

IF CHOSE BUSH, KERRY OR NADER IN Q.4, ASK:

Q.4a Do you support (INSERT PRESIDENTIAL CHOICE FROM Q.4—LAST NAME ONLY, DO NOT READ VP CHOICE) strongly or only moderately?

IF OTHER OR DK (Q.4=4,9), ASK:

Q.4b As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS Q.4]?

	<i>Bush/Lean Bush</i>				<i>Kerry/Lean Kerry</i>				<i>Nader/Lean</i>	<i>Other/Don't</i>	
	<u>Total</u>	<u>Strongly</u>	<u>Mod.</u>	<u>DK</u>	<u>Total</u>	<u>Strongly</u>	<u>Mod.</u>	<u>DK</u>	<u>Nader</u>	<u>Know</u>	
Mid-October, 2004	45	32	13	*	45	28	16	1	1	9=100	
Early October, 2004	48	35	12	1	41	24	17	*	2	9=100	
September 22-26, 2004	48				40				2	10=100	
September 17-21, 2004	45				42				3	10=100	
Early September, 2004	49	33	15	1	43	22	20	1	1	7=100	
<i>September 11-14</i>	46	30	15	1	46	22	24	*	1	7=100	
<i>September 8-10</i>	52	36	15	1	40	22	17	1	1	7=100	
August, 2004	45	32	13	*	47	28	19	*	2	6=100	
July, 2004	44				46				3	7=100	
June, 2004	46				42				6	6=100	
May, 2004	43				46				6	5=100	
Late March, 2004	44				43				6	7=100	
Mid-March, 2004	42				49				4	5=100	
		<i>Bush/Lean Bush</i>				<i>Gore/Lean Gore</i>				<i>Nader</i>	
Early November, 2000	41	26	15	*	45	25	19	1	4	10=100 ⁴	
Late October, 2000	45	29	16	*	43	24	19	*	4	8=100	
Mid-October, 2000	43	25	18	*	45	22	23	*	4	8=100	
Early October, 2000	43	26	17	*	44	22	22	*	5	8=100	
September, 2000	41	21	19	1	47	25	21	1	2	10=100	
July, 2000	42				41				6	11=100	
		<i>Dole/Lean Dole</i>				<i>Clinton/Lean Clinton</i>				<i>Perot</i>	
November, 1996	32	17	15	*	51	26	24	1	9	8=100	
October, 1996	34	17	16	1	51	25	26	*	8	7=100	
Late September, 1996	35	16	18	1	51	26	25	*	7	7=100	
Early September, 1996	34	17	17	*	52	26	26	0	8	6=100	
July, 1996	34				44				16	6=100	
		<i>Bush, Sr./Lean Bush, Sr.</i>				<i>Clinton/Lean Clinton</i>				<i>Perot</i>	
Late October, 1992	34	20	14	--	44	26	18	--	19	3=100	
Early October, 1992	35	14	21	--	48	23	25	--	8	9=100	
June, 1992	31				28				36	5=100	

⁴ For trends from 2000, results for “The Reform Party ticket headed by Pat Buchanan” are included in the “Other/DK” category.

THOSE WHO CHOSE KERRY/EDWARDS (Q.4/Q.4b) ASK:

Q.5a Would you say that your choice is more a vote FOR John Kerry or more a vote AGAINST George W. Bush?

THOSE WHO CHOSE BUSH/CHENEY (Q.4/Q.4b) ASK:

Q.5b Would you say that your choice is more a vote FOR George W. Bush or more a vote AGAINST John Kerry?

2004	<i>----- KERRY -----</i>				<i>----- BUSH -----</i>				Other/ DK
	Total	Pro- Kerry	Anti- Bush	Un- decid	Total	Pro- Bush	Anti- Kerry	Un- decid	
Mid-Oct	45	18	24	3	45	32	10	3	10=100
Early Oct	41	15	23	3	48	36	10	2	11=100
Early Sept	43	15	26	2	49	38	9	2	8=100
9/11-14	46	16	28	2	46	35	8	3	8=100
9/8-10	40	14	23	3	52	40	10	2	8=100
Aug	47	20	24	3	45	34	8	3	8=100
June	46	17	27	2	48	35	11	2	6=100
May	50	15	32	3	45	33	10	2	5=100
Late Mar	47	17	27	3	46	36	8	2	7=100
Mid-Mar	52	21	29	2	43	34	7	2	5=100
Feb	47	15	30	2	47	39	6	2	6=100

2000	<i>----- GORE -----</i>				<i>----- BUSH -----</i>				Other/ DK
	Total	Pro- Gore	Anti- Bush	Un- decid	Total	Pro- Bush	Anti- Gore	Un- decid	
Nov	45	29	14	2	41	27	12	2	14=100
Sept	47	30	14	3	41	24	14	3	12=100

1996	<i>----- CLINTON -----</i>				<i>----- DOLE -----</i>				<i>----- PEROT -----</i>			Other/ DK	
	Total	Pro- Clinton	Anti- other	Un- decid	Total	Pro- Dole	Anti- other	Un- decid	Total	Pro- Perot	Anti- Other		Un- decid
Nov	51	33	15	3	32	15	15	2	9	4	5	*	8=100
Oct	51	33	16	2	34	15	18	1	8	4	4	*	7=100
Sept	52	35	15	2	34	16	17	1	8	3	5	0	6=100
Mar	53	30	20	3	41	15	25	1	--	--	--	--	6=100

1992	<i>----- CLINTON -----</i>				<i>----- BUSH, SR. -----</i>				<i>----- PEROT -----</i>			Other/ DK	
	Total	Pro- Clinton	Anti- other	Un- decid	Total	Pro- Bush	Anti- other	Un- decid	Total	Pro- Perot	Anti- Other		Un- decid
Late Oct	44	25	17	2	34	19	13	2	19	10	7	2	3=100
Early Oct	48	23	22	3	35	19	13	3	8	3	5	*	9=100
Sept	53	21	29	3	38	20	16	2	--	--	--	--	9=100
Aug	57	27	28	2	37	20	16	1	--	--	--	--	6=100
Mar	44	13	29	2	49	32	15	2	--	--	--	--	7=100

1988	<i>----- DUKAKIS -----</i>				<i>----- BUSH, SR. -----</i>				Other/ DK
	Total	Pro- Dukakis	Anti- Bush	Un- decid	Total	Pro- Bush	Anti- Dukakis	Un- decid	
Oct	42	23	15	4	50	31	16	3	8=100
Sept	44	21	19	4	50	31	15	4	6=100
May	53	23	26	4	40	26	11	3	7=100

IF RESPONDENT DID NOT CHOOSE KERRY IN Q.4/4b (Q.4=1,3 OR Q.4b=1,3,4,9) ASK:

Q.6a Do you think there is a chance that you might vote for John Kerry in November, or have you definitely decided not to vote for him?

	<u>Chance might vote for Kerry</u>	<u>Decided not to vote for Kerry</u>	<u>Don't know/ Refused</u>
Mid-October, 2004	6	42	7=55%
Early October, 2004	9	45	5=59%
September 22-26, 2004	14	41	5=60%
September 17-21, 2004	10	40	7=57%
Early September, 2004	11	42	4=57%
<i>September 11-14</i>	<i>11</i>	<i>38</i>	<i>5=54%</i>
<i>September 8-10</i>	<i>11</i>	<i>46</i>	<i>3=60%</i>
August, 2004	11	39	3=53%
July, 2004	13	36	5=54%
June, 2004	10	41	3=54%
May, 2004	11	35	4=50%
Late March, 2004	13	37	3=53%
Mid-March, 2004	13	32	3=48%
Late February, 2004	13	36	3=52%
Early February, 2004	15	33	5=53%
Gore: Early November, 2000	8	41	6=55%
Gore: Late October, 2000	9	44	4=57%
Gore: Mid-October, 2000	10	40	5=55%
Gore: Early October, 2000	11	38	7=56%
Gore: September, 2000	13	35	5=53%
Gore: June, 2000	14	34	6=54%
Clinton: November, 1996	6	37	6=49%
Clinton: October, 1996	10	35	4=49%
Clinton: Late September, 1996	11	35	3=49%
Clinton: Early September, 1996	10	34	4=48%
Clinton: July, 1996	8	36	4=48%
Clinton: Late October, 1992	11	43	2=56%
Clinton: Early October, 1992	14	32	6=52%
Clinton: September, 1992	12	28	6=46%
Clinton: August, 1992	14	26	3=43%
Clinton: May, 1992	11	38	6=55%

IF RESPONDENT DID NOT CHOOSE BUSH IN Q.4/4b (Q.4=2,3 OR Q.4b=2,3,4,9) ASK:

Q.6b Do you think there is a chance that you might vote for George W. Bush in November, or have you definitely decided not to vote for him?

	<u>Chance might vote for Bush</u>	<u>Decided not to vote for Bush</u>	<u>Don't know/ Refused</u>
Mid-October, 2004	5	43	7=55%
Early October, 2004	9	39	4=52%
September 22-26, 2004	10	37	5=52%
September 17-21, 2004	9	39	7=55%
Early September, 2004	9	38	4=51%
<i>September 11-14</i>	<i>8</i>	<i>41</i>	<i>5=54%</i>

Q.6b CONTINUED...

	<u>Chance might vote for Bush</u>	<u>Decided not to vote for Bush</u>	<u>Don't know/ Refused</u>
<i>September 8-10</i>	9	35	4=48%
August, 2004	10	42	3=55%
July, 2004	10	41	5=56%
June, 2004	9	41	2=52%
May, 2004	9	42	4=55%
Late March, 2004	11	40	3=54%
Mid-March, 2004	11	44	2=57%
Late February, 2004	10	43	3=56%
Early February, 2004	10	41	2=53%
Bush: Early November, 2000	8	44	7=59%
Bush: Late October, 2000	10	41	4=55%
Bush: Mid-October, 2000	12	40	5=57%
Bush: Early October, 2000	11	39	7=57%
Bush: September, 2000	15	38	6=59%
Bush: June, 2000	15	33	6=54%
Dole: November, 1996	8	54	6=68%
Dole: October, 1996	11	51	4=66%
Dole: Late September, 1996	16	44	5=65%
Dole: Early September, 1996	14	47	5=66%
Dole: July, 1996	15	40	3=58%
Bush, Sr: Late October, 1992	11	53	2=66%
Bush, Sr: Early October, 1992	13	46	6=65%
Bush, Sr: September, 1992	12	44	6=62%
Bush, Sr: August, 1992	15	45	4=64%
Bush, Sr: May, 1992	8	40	5=53%

ASKED OCTOBER 15-18 ONLY:

IF RESPONDENT NAMED A PRESIDENTIAL CANDIDATE IN Q.4/4b, ASK:

Q.7 What is the main reason why you would like to see (**CHOICE FROM Q.4/4b LAST NAME ONLY; DO NOT READ VP CHOICE**) win the presidential election? (**OPEN - END**)

	<u>Late Sept 1996</u>	<u>July 1996</u>
VOTERS WHO SAID THEY WOULD VOTE FOR KERRY [N=494]:		<i>Clinton</i>
59 STANDS ON ISSUES (NET)	21	14
18 Iraq/War/military	--	--
14 Economy/jobs	--	--
8 Like his stand on the issues/platform/domestic issues (general)	16	12
5 Health/medical care/medicare	--	--
4 Middle class/for the little person/in touch with the people	--	--
4 Democrat/liberal (positive)	--	--
3 Foreign policy/foreign affairs	--	--
3 Plan to move forward/will do a better job	--	--
3 Education	3	1
2 Negative on issues of other candidate	--	--
2 Environment	--	--
2 Taxes	--	--
7 Other	--	--

Q.7 CONTINUED...

		Late Sept <u>1996</u>	July <u>1996</u>
33	NEGATIVE COMMENT ABOUT BUSH (NET)	27	31
12	Time for a change/new start	--	--
10	Anti-Bush	17	13
6	Did poor job/made major mistakes/bad president	--	--
3	Dishonest/misleading	--	--
2	Idiot/not smart	--	--
2	Country in bad shape/wrong direction	--	--
3	Other	--	--
12	POSITIVE QUALITIES (NET)	16	26
3	Smart/Intelligent	--	--
2	Best qualified/better man/best candidate	3	7
1	Honesty/Integrity	1	*
1	Leadership/strong leader/great leader	--	--
1	Just like him	--	--
1	Moral/Christian values	--	--
1	Capable/qualified	--	--
1	Better for country	--	--
1	Other	--	--
n/a	RECORD (NET)	31	30
1	OTHER (NET)	3	3
4	DON'T KNOW/REFUSED	6	4

VOTERS WHO SAID THEY WOULD VOTE FOR BUSH [N=481]:

		<i>Dole</i>	
37	STANDS ON ISSUES (NET)	33	22
10	Terrorism/Security/9-11	--	--
7	Iraq/War/military	2	1
6	Like his stand on the issues/platform/domestic issues	18	14
5	Abortion/Pro-Life	4	3
4	Taxes	9	5
3	Economy/Jobs	--	--
2	Republican/conservative	--	--
2	Foreign policy/foreign affairs	--	--
9	Other	--	--
33	POSITIVE QUALITIES (NET)	15	15
12	Moral/Christian values	--	--
5	Honesty/integrity	9	9
5	Leadership/strong leader/great leader	--	--
3	Keeps promises/man of his word/does what he stands for	--	--
3	Just like him	--	--
2	Best qualified/better man/better candidate	--	--
7	Other	--	--
23	RECORD (NET)	n/a	n/a
16	Done a good job/good president/agree with what he is doing	--	--
3	Finish the job/finish the war	--	--
3	He's been there/done the job/knows what he's doing	--	--
1	Other	--	--
16	NEGATIVE COMMENT ABOUT KERRY (NET)	47	47
6	Anti Kerry	27	22
3	Wrong time for a change/need continuity	--	--
2	Dishonest/misleading	4	6
5	Other	--	--
2	OTHER (NET)	3	--
5	DON'T KNOW/REFUSED	3	--

ASK ALL REGISTERED VOTERS:

PLANTO1 Do you yourself plan to vote in the election this November?

	Yes, Plan <u>To Vote</u>	No, Don't <u>Plan To</u>	Don't know/ <u>Refused</u>
Mid-October, 2004 ⁵	98	1	1=100
Early October, 2004	98	1	1=100
Early September, 2004	98	1	1=100
<i>September 11-14</i>	97	2	1=100
<i>September 8-10</i>	99	1	*=100
August, 2004	98	2	*=100
June, 2004	96	2	2=100
Early November, 2002 ^{6*}	90	8	2=100
Early October, 2002*	95	3	2=100
Early November, 2000	96	3	1=100
Late October, 2000	97	2	1=100
Mid-October, 2000	96	2	2=100
Early October, 2000	97	2	1=100
September, 2000	95	3	2=100
June, 2000	95	2	3=100
Late October, 1998*	91	6	3=100
Early October, 1998*	92	4	4=100
Early September, 1998*	95	2	3=100
Late August, 1998*	93	3	4=100
June, 1998*	95	3	2=100
November, 1996	96	2	2=100
October, 1996	98	1	1=100
Late September, 1996	98	1	1=100
Early September, 1996	96	2	2=100
July, 1996	95	3	2=100
June, 1996	96	2	2=100
November, 1994*	93	5	2=100
October, 1994*	95	3	2=100
October, 1992	98	1	1=100
September, 1992	98	1	1=100
August, 1992	97	1	2=100
June, 1992	97	1	2=100
October, 1988	98	1	1=100

* Non-Presidential elections

⁵ In Mid-October 2004, the volunteer category "already voted" was added and is presented in the "Yes, Plan to vote" category.

⁶ In Early November 2002, Early November, 2000, Late October 1998, November 1996 and November 1994 the question was worded: "Do you yourself plan to vote in the election this Tuesday, or not?" In Early November 2002 "Yes, Plan to Vote" category includes people who volunteered that they already voted.

SCALE10 I'd like you to rate your chance of voting in November on a scale of 10 to 1. If 10 represents a person who definitely will vote and 1 represents a person who definitely will not vote, where on this scale of 10 to 1 would you place yourself?

	Definitely will vote										Definitely will not vote	DK/Ref
	10	9	8	7	6	5	4	3	2	1		
Mid-October, 2004	87	4	3	1	1	1	*	*	*	2	1=100	
Early November, 2002* ⁷	66	9	9	3	1	4	1	1	1	5	1=100	
Early October, 2002*	64	10	10	4	3	4	1	*	*	2	2=100	
Early November, 2000	80	6	5	2	1	3	*	*	*	3	1=100	
Late October, 2000	83	5	5	1	1	2	*	1	1	1	*=100	
Mid-October, 2000	80	7	4	3	1	3	1	*	*	1	1=100	
Early October, 2000	78	7	5	2	2	2	*	1	1	1	1=100	
Late October, 1998*	70	6	7	4	1	4	1	1	1	4	1=100	
Early October, 1998*	64	9	10	4	2	4	1	2	1	2	1=100	
November, 1996	77	7	7	2	1	2	*	1	*	2	1=100	
October, 1996	77	9	7	2	2	2	*	*	*	1	*=100	
Late September, 1996	78	10	6	2	1	1	*	*	*	1	1=100	
November, 1994*	67	9	8	2	2	4	1	1	1	3	2=100	
October, 1994*	66	10	9	4	2	4	1	1	*	2	1=100	
Gallup: September, 1992	77	5	4	3	2	4	*	1	*	4	*=100	
Gallup: November, 1988	77	7	6	2	1	3	*	*	*	2	2=100	
Gallup: October, 1988	73	8	7	3	2	3	1	*	*	1	2=100	

* Non-Presidential elections

IF YES IN PLANTO1, ASK:

PLANTO3 In the presidential election this fall, do you plan to vote BEFORE Election Day, that is through the mail or with an absentee ballot, or will you probably vote at your polling place ON Election Day, OR have you already cast your vote?

	Early Sept 2004	June 2004
16 Plan to vote BEFORE Election Day	13	19
78 Will vote at polling place on Election Day	84	77
3 Already voted ⁸	*	n/a
1 Don't know/Refused	1	*
<u>2</u> Don't Plan to Vote/Don't Know	<u>2</u>	<u>4</u>
100	100	100

⁷ In Early November 2002 the "10 – definitely will vote" category includes people who volunteered that they already voted.

⁸ In Mid-October 2004, "or have you already cast your vote" was added to the question wording, but had been a volunteer option in the previous month.

ASK ALL REGISTERED VOTERS:

C.1 Recently, have you been contacted over the phone by any candidates, campaigns or other groups urging you to vote in a particular way in the upcoming elections?

IF YES, ASK:

C.2 And were you urged to vote for George W. Bush and/or other Republican candidates OR John Kerry and/or other Democratic candidates?

		Nov <u>2002</u>	Early Nov <u>2000</u>
26	Yes	33	26
7	Bush/Republicans	7 <i>Republicans</i>	8 <i>Bush</i>
6	Kerry/Democrats	8 <i>Democrats</i>	6 <i>Gore</i>
2	Other (VOL.)	1	2
7	Both (VOL.)	12	6
4	Don't know/Refused	5	4
73	No	66	73
<u>1</u>	Don't know/Refused	<u>1</u>	<u>1</u>
100		100	100

ASK ALL REGISTERED VOTERS:

Q.8 From what you have heard or read, will voters in your state this November be voting on any ballot initiatives, referendums, or state constitutional amendments, or not?

42	Yes
31	No
<u>27</u>	Don't know
100	

IF 'YES' (1 IN Q.8) ASK [N=566]:

Q.9 Can you think of any particular issues on the ballot that are up for a vote in your state? **[OPEN-END, PRECODED RESPONSES BELOW, DO NOT READ. ACCEPT MULTIPLE RESPONSES BUT DO NOT PROBE FOR ADDITIONAL]**

20	Gambling / lottery / casinos
15	Gay marriage / gay rights
9	Education/Schools/school bonds
7	Taxes
5	Medical malpractice reform / tort reform
4	Other Bond issues/local development
3	Environment issues
2	Transportation
2	Stem cell research
2	Politicians/elections
2	Immigration issues
2	Health care
10	Other [SPECIFY: _____]
37	No / Don't know / No others

IF 'YES' (1 IN Q.8) ASK [N=566]:

Q.10 How interested are you in the ballot issues in your state this year? **[READ]**

41	Very interested
45	Fairly interested
11	Not too interested
2	Not at all interested
<u>1</u>	Don't know/Refused (VOL. DO NOT READ)
100	

ASK ALL REGISTERED VOTERS OCTOBER 18-19 ONLY [N=496]:

Thinking again about the presidential election...

Q.11 Regardless of who you might support, who do you think is most likely to win the coming presidential election? **[READ]**

	<u>George W. Bush</u>	<u>John Kerry</u>	<u>Other/DK</u>
Mid-October, 2004	54	27	19=100
Early October, 2004	61	27	12=100
Early September, 2004	60	22	18=100
August, 2004	44	37	19=100
July, 2004	42	38	20=100
June, 2004	51	35	14=100
May, 2004	52	31	17=100
Early February, 2004	56 <i>Bush</i>	32 <i>Dem Candidate</i>	12=100
Mid-January, 2004	61 <i>Bush</i>	21 <i>Dem Candidate</i>	18=100
September, 2003	47 <i>Bush</i>	34 <i>Dem Candidate</i>	19=100
June, 2003	66 <i>Bush</i>	22 <i>Dem Candidate</i>	12=100
Late October, 2000	48 <i>Bush</i>	38 <i>Gore</i>	14=100
Early October, 2000	33 <i>Bush</i>	46 <i>Gore</i>	21=100
June, 2000	51 <i>Bush</i>	33 <i>Gore</i>	16=100
October, 1999	70 <i>Bush</i>	23 <i>Gore</i>	7=100
Late September, 1996 ⁹	12 <i>Dole</i>	79 <i>Clinton</i>	9=100
Early September, 1996	16 <i>Dole</i>	75 <i>Clinton</i>	9=100
July, 1996	19 <i>Dole</i>	72 <i>Clinton</i>	9=100
October, 1992	30 <i>Bush, Sr.</i>	61 <i>Clinton</i>	9=100
March, 1992	72 <i>Bush, Sr.</i>	20 <i>Dem Candidate</i>	8=100
February, 1992	66 <i>Bush, Sr.</i>	25 <i>Dem Candidate</i>	9=100
October, 1991	78 <i>Bush, Sr.</i>	11 <i>Dem Candidate</i>	11=100

QUESTION 12 HELD FOR FUTURE RELEASE

⁹ In 1996 and October 1992, the question also asked about Ross Perot. Results here are included in the "Other/DK" category.

ASK FORM 2 REGISTERED VOTERS ONLY [N=674]:

Q.13F2 What's your impression...do George W. Bush and John Kerry take different positions on the issues, or are they pretty similar in their positions on the issues?

		Early		----- Bush/Gore -----				
		Sept	June	Late Oct	Early Oct	Sept	June	July
		<u>2004</u>	<u>2004</u>	<u>2000</u>	<u>2000</u>	<u>2000</u>	<u>2000</u>	<u>1999</u>
80	Different	72	68	60	61	56	51	47
14	Similar	19	21	34	30	32	33	24
<u>6</u>	Don't know/Ref	<u>9</u>	<u>11</u>	<u>6</u>	<u>9</u>	<u>12</u>	<u>16</u>	<u>29</u>
100		100	100	100	100	100	100	100

ASK FORM 1 REGISTERED VOTERS ONLY [N=633]:

Q.14F1 As I read a list of phrases, tell me if you think each phrase better describes John Kerry or George W. Bush. (INSERT ITEM; RANDOMIZE)

		George	John	(VOL.)	(VOL.)	
		W. Bush	Kerry ¹⁰	Neither	Both	DK/Ref.
					Equally	
a.F1	Would use good judgment in a crisis	48	41	3	2	6=100
	Early October, 2004	51	37	2	3	7=100
	Mid-September 22-26, 2004	49	36	3	3	9=100
	Early September, 2004	53	34	2	4	7=100
	September 11-13, 2004	52	33	3	4	8=100
	September 8-10, 2004	55	34	1	3	7=100
	August, 2004	50	38	2	3	7=100
	May, 2004	47	35	4	5	9=100
	Late March, 2004	46	36	2	3	13=100
	Mid-March, 2004	48	39	2	5	6=100
	Late-October, 2000	43	42	2	5	8=100
	Mid-October, 2000	40	42	5	8	5=100
	Early October, 2000	36	43	4	10	7=100
	September, 2000	38	44	3	8	7=100
	June, 2000	44	37	5	6	8=100
b.F1	Honest and truthful	40	37	14	3	6=100
	Early October, 2004	47	34	10	3	6=100
	Mid-September 22-26, 2004	41	32	15	3	9=100
	Early September, 2004	43	35	12	4	6=100
	September 11-13, 2004	41	36	13	4	6=100
	September 8-10, 2004	44	35	12	3	6=100
	August, 2004	42	38	12	2	6=100
	May, 2004	34	36	17	4	9=100
	Late March, 2004	37	38	12	3	10=100
	Mid-March, 2004	35	39	16	5	5=100
	Late-October, 2000	43	32	15	5	5=100
	Mid-October, 2000	38	30	19	6	7=100
	Early October, 2000	36	32	17	8	7=100
	September, 2000	35	37	13	9	6=100
	June, 2000	35	31	19	7	8=100

¹⁰

In 2000 the question asked about Al Gore.

Q.14F1 CONTINUED...

		George	John	(VOL.)	(VOL.)	
		<u>W. Bush</u>	<u>Kerry</u>	<u>Neither</u>	<u>Both</u>	<u>DK/Ref.</u>
					<u>Equally</u>	
c.F1	Cares about people like me	38	48	7	3	4=100
	Early October, 2004	41	43	7	4	5=100
	Mid-September 22-26, 2004	38	42	8	3	9=100
	Early September, 2004	41	43	6	5	5=100
	<i>September 11-13, 2004</i>	38	46	6	4	6=100
	<i>September 8-10, 2004</i>	44	41	6	5	4=100
	August, 2004	39	45	7	3	6=100
	May, 2004	34	45	8	5	8=100
	Late March, 2004	38	42	9	3	8=100
	Mid-March, 2004	34	48	8	4	6=100
	Late-October, 2000	40	43	8	5	4=100
	Mid-October, 2000	40	42	7	7	4=100
	Early October, 2000	35	44	11	5	5=100
	September, 2000	31	47	9	7	6=100
d.F1	A strong leader	50	36	5	4	5=100
	Early October, 2004	57	32	3	2	6=100
	Mid-September 22-26, 2004	54	28	5	3	10=100
	Early September, 2004	58	30	4	3	5=100
	<i>September 11-13, 2004</i>	57	30	4	4	5=100
	<i>September 8-10, 2004</i>	59	29	3	3	6=100
	August, 2004	57	34	2	3	4=100
	May, 2004	50	31	8	4	7=100
	Late March, 2004	51	33	4	2	10=100
	Mid-March, 2004	52	34	4	4	6=100
	Late-October, 2000	44	41	6	6	3=100
	Mid-October, 2000	42	39	9	6	4=100
	Early October, 2000	41	38	7	10	4=100
	September, 2000	44	38	7	6	5=100
e.F1	Willing to take a stand, even if it's unpopular	63	27	2	4	4=100
	Early October, 2004	68	23	1	3	5=100
	Mid-September 22-26, 2004	63	23	3	3	8=100
	Early September, 2004	69	23	1	3	4=100
	<i>September 11-13, 2004</i>	67	23	1	4	5=100
	<i>September 8-10, 2004</i>	70	22	1	3	4=100
	August, 2004	62	29	1	5	3=100
	May, 2004	65	23	3	4	5=100
	Late March, 2004	59	28	3	3	7=100
	Mid-March, 2004	63	27	1	5	4=100
	Late-October, 2000	49	35	7	4	5=100
	Mid-October, 2000	49	35	6	5	5=100
	Early October, 2000	43	35	8	6	8=100
	September, 2000	45	37	8	5	5=100
	June, 2000	46	32	9	5	8=100

ASK FORM 2 REGISTERED VOTERS ONLY [N=674]:

Q.15F2 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 **(INSERT ITEM; RANDOMIZE. IF RESPONDENT MENTIONS ANYONE OTHER THAN BUSH OR KERRY PROBE ONCE: "IF YOU HAD TO CHOOSE BETWEEN BUSH AND KERRY...")** ?

		George W. Bush	John Kerry ¹¹	(VOL.) Neither	DK/Ref.
a.F2	Improving economic conditions	40	47	4	9=100
	Early October, 2004	40	46	5	9=100
	September 22-26, 2004	39	46	5	10=100
	Early September, 2004	42	45	4	9=100
	<i>September 11-13, 2004</i>	40	47	4	9=100
	<i>September 8-10, 2004</i>	43	44	4	9=100
	August, 2004	37	52	3	8=100
	May, 2004	38	48	5	9=100
	Late March, 2004	39	44	6	11=100
	Mid-March, 2004	37	53	2	8=100
	Late-October, 2000 ¹²	40	46	6	8=100
	Mid-October, 2000	37	49	3	11=100
	Early October, 2000	35	47	6	12=100
	September, 2000	38	46	5	11=100
	June, 2000	38	41	5	16=100
	March, 2000	42	46	4	8=100
b.F2	Improving the health care system	34	50	8	8=100
	Early October, 2004	31	49	8	12=100
	September 22-26, 2004	32	48	7	13=100
	Early September, 2004	32	50	8	10=100
	<i>September 11-13, 2004</i>	30	53	8	9=100
	<i>September 8-10, 2004</i>	34	49	7	10=100
	August, 2004	29	55	5	11=100
	May, 2004	29	51	7	13=100
	Late March, 2004	33	46	6	15=100
	Mid-March, 2004	29	57	4	10=100
	Late-October, 2000	38	47	5	10=100
	Mid-October, 2000	37	48	4	11=100
	Early October, 2000	36	49	5	10=100
	September, 2000	32	51	6	11=100
	June, 2000	31	44	6	19=100
	March, 2000	31	51	6	12=100
c.F2	Making wise decisions about what to do in Iraq	47	41	4	8=100
	Early October, 2004	50	40	2	8=100
	September 22-26, 2004	46	38	5	11=100
	Early September, 2004	51	39	3	7=100
	<i>September 11-13, 2004</i>	52	40	2	6=100
	<i>September 8-10, 2004</i>	52	37	4	7=100
	August, 2004	44	46	3	7=100

¹¹ In 2000 the question asked about Al Gore.

¹² In 2000 the item was listed as "Keeping the economy strong."

Q.15F2 CONTINUED...

	<u>George W. Bush</u>	<u>John Kerry</u>	(VOL.) <u>Neither</u>	<u>DK/Ref.</u>
May, 2004	44	41	4	11=100
Late March, 2004	49	37	4	10=100
Mid-March, 2004	47	45	2	6=100
d.F2 Defending the country from future terrorist attacks	53	35	4	8=100
Early October, 2004	57	32	3	8=100
September 22-26, 2004	54	30	4	12=100
Early September, 2004	58	31	3	8=100
<i>September 11-13, 2004</i>	57	31	4	8=100
<i>September 8-10, 2004</i>	59	30	3	8=100
August, 2004	49	39	4	8=100
May, 2004	52	33	5	10=100
Late March, 2004	53	29	4	14=100
Mid-March, 2004	57	32	4	7=100

ASK ALL REGISTERED VOTERS:

Q.16 In making your decision about who to vote for, will the issue of [INSERT ITEM, RANDOMIZE – OBSERVE FORM SPLITS] be very important, somewhat important, or not too important, or not at all important? ... How important will the issue of [NEXT ITEM] be?

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not too Important</u>	<u>Not at all Important</u>	<u>Don't Know/ Refused</u>
a. The economy	78	18	3	1	*=100
August, 2004	76	22	1	1	*=100
b. Iraq	74	20	3	2	1=100
August, 2004	70	24	3	2	1=100
c. Terrorism	77	17	3	2	1=100
August, 2004	75	19	3	2	1=100
d. Gay marriage	32	22	19	24	3=100
August, 2004	34	19	15	30	2=100
e. Moral values	63	23	8	4	2=100
August, 2004	64	25	6	4	1=100
f. Abortion	47	27	12	11	3=100
August, 2004	45	25	13	14	3=100
ASK FORM 1 ONLY [N=633]:					
g.F1 The federal budget deficit	57	32	7	3	1=100
August, 2004	55	35	7	3	*=100
h.F1 Energy	54	37	6	2	1=100
August, 2004	53	40	6	*	1=100
ASK FORM 2 ONLY [N=674]:					
i.F2 Health care	73	22	4	1	*=100
August, 2004	72	21	5	2	*=100

Q.16 CONTINUED...

		Very <u>Important</u>	Somewhat <u>Important</u>	Not too <u>Important</u>	Not at all <u>Important</u>	Don't Know/ <u>Refused</u>
j.F2	Education	75	20	3	2	*=100
	August, 2004	70	26	3	1	*=100
k.F2	The environment	53	37	7	2	1=100
	August, 2004	55	35	7	3	*=100
ASK ALL REGISTERED VOTERS:						
l.	Stem cell research	43	31	14	7	5=100
ASK FORM 1 ONLY [N=633]:						
m.F1	Taxes	59	31	7	2	1=100
ASK FORM 2 ONLY [N=674]:						
n.F2	Jobs	76	19	4	1	*=100
ASK FORM 1 ONLY [N=633]:						
o.F1	Social Security	65	27	6	2	*=100
ASK FORM 2 ONLY [N=674]:						
p.F2	Gun control	45	31	14	8	2=100

QUESTION 17 THROUGH 30 HELD FOR FUTURE RELEASE

ASK ALL REGISTERED VOTERS:

On a different subject...

Q.31 How confident are you that your vote will be accurately counted in the upcoming election? **[READ]**

62 Very confident
 26 Somewhat confident
 7 Not too confident
 4 Not at all confident
1 Don't know/Refused
 100

Q.32 Have you heard anything about some states using new technology to change how people cast their votes and the way the votes are counted in this year's election, or haven't you heard about this?

IF HEARD (1 IN Q.32) ASK:

Q.32a Do you think these changes will make things better, make things worse, or not make much difference in how accurately votes are counted?

72 Yes, heard
 24 Make things better
 12 Make things worse
 27 Not make much difference
 9 Don't know/Refused
 27 No, have not heard
1 Don't know/Refused
 100

ASK FORM 1 REGISTERED VOTERS ONLY [N=633]:

Q.33F1 Now I'd like your views on some people. (First,) would you say your overall opinion of... **[INSERT ITEM; RANDOMIZE]** is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? **[INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]**

		-----Favorable-----			-----Unfavorable-----			Never	Can't
		Total	Very	Mostly	Total	Very	Mostly	Heard of	Rate
a.F1	John Kerry	56	21	35	40	16	24	0	3=100
	Early October, 2004	53	16	37	41	16	25	*	6=100
	Early September, 2004	53	18	35	41	19	22	0	6=100
	<i>September 11-14</i>	54	18	36	39	19	20	0	7=100
	<i>September 8-10</i>	51	18	33	46	26	20	0	3=100
	August, 2004	56	25	31	39	17	22	*	5=100
	June, 2004	51	11	40	41	16	25	0	8=100
	Early February, 2004	58	14	44	29	9	20	1	12=100
	January, 2003	33	6	27	16	3	13	32	19=100
b.F1	George W. Bush	56	26	30	42	23	19	*	2=100
	Early October, 2004	57	27	30	40	20	20	0	3=100
	Early September, 2004	53	27	26	44	25	19	*	3=100
	<i>September 11-14</i>	50	25	25	46	28	18	0	4=100
	<i>September 8-10</i>	58	30	28	40	20	20	*	2=100
	August, 2004	57	30	27	41	24	17	0	2=100
	June, 2004	52	21	31	45	22	23	*	3=100
	Early February, 2004	55	23	32	44	26	18	0	1=100
	<i>Gallup:</i> Jan 29 - Feb 1, 2004 (GP)	52	--	--	47	--	--	--	1=100
	<i>Gallup:</i> January 2-5, 2004 (GP)	65	--	--	35	--	--	--	*=100
	<i>Gallup:</i> October 6-8, 2003 (GP)	60	--	--	39	--	--	--	1=100
	<i>Gallup:</i> June 9-10, 2003 (GP)	66	--	--	33	--	--	--	1=100
	April, 2003	73	40	33	24	11	13	0	3=100
	January, 2003	70	29	41	29	10	19	0	1=100
	December, 2002	69	36	33	28	11	17	0	3=100
	July, 2001	62	23	39	35	14	21	*	3=100
	January, 2001	61	27	34	32	11	21	0	7=100
	April, 2000	60	18	42	32	13	19	1	7=100
	March, 1999 ¹³	62	22	40	22	8	13	3	13=100
	November, 1997	57	13	44	18	6	12	7	18=100
c.F1	Dick Cheney	48	17	31	46	25	21	*	6=100
	Early October, 2004	48	14	34	41	20	21	*	11=100
	Early September, 2004	48	15	33	42	24	18	1	9=100
	<i>September 11-14</i>	44	15	29	43	25	18	1	12=100
	<i>September 8-10</i>	54	15	39	41	23	18	1	4=100
	August, 2004	48	14	34	43	22	21	1	8=100
	April, 2003	64	23	41	25	12	13	2	9=100
	December, 2002	62	22	39	27	10	17	3	8=100
	July, 2001	63	23	40	26	7	19	4	7=100
	January, 2001	66	22	44	18	5	13	1	15=100
	December, 1994	46	11	35	17	4	13	19	18=100

¹³

In March 1999 and November 1997 the category was listed: "Texas Governor George W. Bush."

Q.33F1 CONTINUED...

		-----Favorable-----			-----Unfavorable-----			Never	Can't
		<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Heard of</u>	<u>Rate</u>
	March, 1991 ¹⁴	69	35	34	6	2	4	9	16=100
	May, 1990	23	4	19	11	3	8	40	26=100
d.F1	John Edwards	58	18	40	31	13	18	1	10=100
	Early October, 2004	50	16	34	28	11	17	2	20=100
	Early September, 2004	54	18	36	30	10	20	2	14=100
	<i>September 11-14</i>	53	18	35	31	11	20	1	15=100
	<i>September 8-10</i>	57	19	38	30	9	21	2	11=100
	August, 2004	61	24	37	25	6	19	2	12=100
	Early February, 2004	45	9	36	25	8	17	5	24=100
	January, 2003	23	4	19	14	3	11	40	23=100

ASK FORM 1 REGISTERED VOTERS ONLY [N=633]:

Q.34F1 How much of a risk to the country is there in replacing George W. Bush with John Kerry at this time? In your opinion, does this represent a major risk, a minor risk, or no risk at all?

41	Major risk
23	Minor risk
32	No risk at all
<u>4</u>	Don't know/Refused (VOL.)
100	

ASK FORM 2 REGISTERED VOTERS ONLY [N=674]:

Q.35F2 How much of a risk to the country is there in replacing George W. Bush with John Kerry while the U.S. is threatened by terrorism? In your opinion, does this represent a major risk, a minor risk, or no risk at all?

44	Major risk
26	Minor risk
27	No risk at all
<u>3</u>	Don't know/Refused (VOL.)
100	

¹⁴

In March 1991 and May 1990 the category was listed: "Richard Cheney."

**ASK FORM 1 REGISTERED VOTERS ONLY [N=633]:
ROTATE Q.36 AND Q.37**

Q.36F1 Now I'd like to read a few concerns critics of Senator John Kerry have raised during the campaign. Have you heard critics say that... [READ AND ROTATE.]

IF RESPONDENT HAS HEARD STATEMENT, ASK:

Would you say this has made you LESS likely to vote for Kerry, or hasn't this had any effect on your vote?

		Of Those Who Heard Statement				Have NOT Heard	DK/Ref.
		(NET)	(VOL.)				
		Have Heard	Less likely to support	No Effect	More likely to support		
a.F1	Kerry changes his mind too much	88	37	50	1	10	2=100
b.F1	Kerry is too liberal for the country	79	28	48	3	20	2=100
c.F1	Kerry wants to bring back the era of big government	51	21	29	1	47	2=100
	(Gore) Mid-October, 2000	54	21	32	1	43	3=100

Q.37F1 Now I'd like to read a few concerns critics of President George W. Bush have raised during the campaign. Have you heard critics say that... [READ AND ROTATE.]

IF RESPONDENT HAS HEARD STATEMENT, ASK:

Would you say this has made you LESS likely to vote for Bush, or hasn't this had any effect on your vote?

		Of Those Who Heard Statement				Have NOT Heard	DK/Ref.
		(NET)	(VOL.)				
		Have Heard	Less likely to support	No Effect	More likely to support		
a.F1	Bush is unwilling to admit it when he makes a mistake	83	38	44	1	15	2=100
b.F1	Bush misled the public about the war in Iraq	92	44	46	2	7	1=100
c.F1	Bush cares more about the rich than he does about other Americans	87	41	45	1	11	2=100
	Mid-October, 2000	75	29	44	2	23	2=100

NO QUESTIONS 38 THROUGH 39

ASK ALL GENERAL PUBLIC:

Now thinking about Iraq...

Q.40 Do you think the U.S. made the right decision or the wrong decision in using military force against Iraq?

BASED ON GENERAL PUBLIC [N=1568]:

	Right decision	Wrong decision	Don't know/Refused
Mid-October, 2004	46	42	12=100
Early October, 2004	50	39	11=100
Early September, 2004	53	39	8=100
August, 2004	53	41	6=100
July, 2004	52	43	5=100

Q.40 CONTINUED...

	<u>Right decision</u>	<u>Wrong decision</u>	<u>Don't know/ Refused</u>
June, 2004	55	38	7=100
May, 2004	51	42	7=100
Late April, 2004	54	37	9=100
Early April, 2004	57	35	8=100
Mid-March, 2004	55	39	6=100
Late February, 2004	60	32	8=100
Early February, 2004	56	39	5=100
Mid-January, 2004	65	30	5=100
Early January, 2004	62	28	10=100
December, 2003	67	26	7=100
October, 2003	60	33	7=100
September, 2003	63	31	6=100
August, 2003	63	30	7=100
Early July, 2003	67	24	9=100
May, 2003	74	20	6=100
<i>April 10-16, 2003</i>	<i>74</i>	<i>19</i>	<i>7=100</i>
<i>April 8-9, 2003</i>	<i>74</i>	<i>19</i>	<i>7=100</i>
<i>April 2-7, 2003</i>	<i>72</i>	<i>20</i>	<i>8=100</i>
<i>March 28-April 1, 2003</i>	<i>69</i>	<i>25</i>	<i>6=100</i>
<i>March 25-27, 2003</i>	<i>74</i>	<i>21</i>	<i>5=100</i>
<i>March 23-24, 2003</i>	<i>74</i>	<i>21</i>	<i>5=100</i>
<i>March 20-22, 2003</i>	<i>71</i>	<i>22</i>	<i>7=100</i>
Late January, 1991	77	15	9=100

Q.41 How well is the U.S. military effort in Iraq going? **[READ IN ORDER]**

BASED ON GENERAL PUBLIC [N=1568]:

	<u>Very well</u>	<u>Fairly well</u>	<u>Not too well</u>	<u>Not at all well</u>	<u>Don't know/ Refused</u>
Mid-October, 2004	13	38	26	17	6=100
Early September, 2004	12	40	26	18	4=100
August, 2004	12	41	28	16	3=100
July, 2004	13	42	26	16	3=100
June, 2004	16	41	25	14	4=100
May, 2004	10	36	32	19	3=100
Late April, 2004	12	43	26	15	4=100
Early April, 2004	14	43	26	13	4=100
Mid-March, 2004	16	45	26	11	2=100
Early February, 2004	17	46	23	11	3=100
Mid-January, 2004	22	51	18	6	3=100
Early January, 2004	23	47	18	7	5=100
December, 2003	28	47	16	6	3=100
October, 2003	16	44	25	11	4=100
September, 2003	15	47	26	9	3=100
August, 2003	19	43	24	11	3=100
Early July, 2003	23	52	16	5	4=100
<i>April 10-16, 2003</i>	<i>61</i>	<i>32</i>	<i>3</i>	<i>1</i>	<i>3=100</i>
<i>April 8-9, 2003</i>	<i>60</i>	<i>32</i>	<i>3</i>	<i>3</i>	<i>2=100</i>
<i>April 2-7, 2003</i>	<i>55</i>	<i>37</i>	<i>3</i>	<i>2</i>	<i>3=100</i>
<i>March 25-April 1, 2003</i>	<i>39</i>	<i>46</i>	<i>8</i>	<i>2</i>	<i>5=100</i>

Q.41 CONTINUED...	Very <u>well</u>	Fairly <u>well</u>	Not too <u>well</u>	Not at all <u>well</u>	Don't know/ <u>Refused</u>
March 23-24, 2003	45	41	6	2	6=100
March 20-22, 2003	65	25	2	1	7=100

Q.42 Do you think the U.S. should keep military troops in Iraq until the situation has stabilized, or do you think the U.S. should bring its troops home as soon as possible?

BASED ON GENERAL PUBLIC [N=1568]:

	Mid- Sept <u>2004</u>	Early Sept <u>2004</u>	Aug <u>2004</u>	July <u>2004</u>	June ¹⁵ <u>2004</u>	May <u>2004</u>	Late April <u>2004</u>	Early April <u>2004</u>	Early Jan <u>2004</u>	Oct <u>2003</u>	Sept <u>2003</u>
57 Keep troops in Iraq	50	54	54	53	51	53	53	50	63	58	64
36 Bring troops home	40	40	42	43	44	42	40	44	32	39	32
<u>7</u> Don't know/Refused	<u>10</u>	<u>6</u>	<u>4</u>	<u>4</u>	<u>5</u>	<u>5</u>	<u>7</u>	<u>6</u>	<u>5</u>	<u>3</u>	<u>4</u>
100	100	100	100	100	100	100	100	100	100	100	100

ASK FORM 1 ONLY [N=772]:

Q.43F1 Do you think the war in Iraq has helped the war on terrorism, or has it hurt the war on terrorism?

BASED ON GENERAL PUBLIC:

	Early Sept <u>2004</u>	Aug <u>2004</u>	July <u>2004</u>	June <u>2004</u>	Mid- March <u>2004</u>	Late Feb <u>2004</u>	Early Feb <u>2004</u>	Dec <u>2003</u>	Sept <u>2003</u>	May <u>2003</u>	April <u>2003</u> ¹⁶	Early Oct <u>2002</u>
45 Helped	46	45	43	43	50	62	55	59	54	65	63	52
40 Hurt	40	44	45	44	37	28	32	26	31	22	22	34
6 No effect (VOL)	6	4	5	4	5	3	7	6	7	6	--	--
<u>9</u> Don't know/Refused	<u>8</u>	<u>7</u>	<u>7</u>	<u>9</u>	<u>8</u>	<u>7</u>	<u>6</u>	<u>9</u>	<u>8</u>	<u>7</u>	<u>15</u>	<u>14</u>
100	100	100	100	100	100	100	100	100	100	100	100	100

¹⁵ In June 2004 and earlier, the question was worded: "Do you think the U.S. should keep military troops in Iraq until a stable government is established there, or do you think the U.S. should bring its troops home as soon as possible?"

¹⁶ In April 2003, the question was worded: "Do you think the war in Iraq will help the war on terrorism, or will it hurt the war on terrorism?" In Early October 2002 the question was worded: "If the U.S. uses military force in Iraq, do you think this will help the war on terrorism, or will it hurt the war on terrorism?"

ASK FORM 2 ONLY [N=796]:

Q.44F2 In the long run, do you think the war in Iraq has increased the chances of terrorist attacks in the U.S., lessened the chances, or has it made no difference?

BASED ON GENERAL PUBLIC:

		Early Sept <u>2004</u>	Nov <u>2002</u> ¹⁷
36	Increased	34	45
32	Lessened	32	18
28	No difference	31	30
<u>4</u>	Don't know	<u>3</u>	<u>7</u>
100		100	100

ASK ALL GENERAL PUBLIC:

Thinking about the issue of terrorism for a moment...

Q.45 How worried are you that there will soon be another terrorist attack in the United States? **[READ]**

BASED ON GENERAL PUBLIC [N=1568]:

	<u>Very worried</u>	<u>Somewhat worried</u>	<u>Not too worried</u>	<u>Not at all worried</u>	<u>Don't know/ Refused</u>
Mid-October, 2004	17	43	27	12	1=100
August, 2004	20	44	25	10	1=100
July, 2004	17	41	26	15	1=100
June, 2004	25	42	20	12	1=100
Mid-March, 2004	20	42	25	12	1=100
Early February, 2004	13	42	28	16	1=100
Mid-January, 2004	20	45	24	10	1=100
August, 2003	13	45	29	12	1=100
March, 2003	22	42	20	14	2=100
February, 2003	34	41	17	7	1=100
January, 2003	18	50	23	8	1=100
December, 2002	31	42	18	8	1=100
Early October, 2002	20	46	22	11	1=100
Late August, 2002	16	46	25	12	1=100
June, 2002	32	44	17	7	*=100
January, 2002	20	42	28	9	1=100
December, 2001	13	39	27	19	2=100
October 15-21, 2001	29	42	18	10	1=100
October 10-14, 2001	27	40	19	12	2=100
Early October, 2001	28	45	15	11	1=100

¹⁷

The question from the November 2002 Global Attitudes survey was worded: "In the long run, do you think a war with Iraq to end Saddam Hussein's rule is likely to increase the chances of terrorist attacks in the U.S., lessen the chances, or will it make no difference?"

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
MID-OCTOBER 2004 OMNIBUS
October 15 - 19, 2004
N=803

ON FORM ONE Q.1 PRECEDES Q.2 --- ON FORM TWO, Q.2 PRECEDES Q.1

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>Approve</u>	Dis- approve	Don't know		<u>Approve</u>	Dis- approve	Don't know
Mid-October, 2004	44	48	8=100	June, 2002	70	20	10=100
August, 2004	46	45	9=100	April, 2002	69	18	13=100
July, 2004	46	46	8=100	Early April, 2002	74	16	10=100
June, 2004	48	43	9=100	February, 2002	78	13	9=100
May, 2004	44	48	8=100	January, 2002	80	11	9=100
Late April, 2004	48	43	9=100	2001			
Early April, 2004	43	47	10=100	Mid-November, 2001	84	9	7=100
Late March, 2004	47	44	9=100	Early October, 2001	84	8	8=100
Mid-March, 2004	46	47	7=100	Late September, 2001	86	7	7=100
February, 2004	48	44	8=100	Mid-September, 2001	80	9	11=100
Mid-January, 2004	56	34	10=100	Early September, 2001	51	34	15=100
Early January, 2004	58	35	7=100	August, 2001	50	32	18=100
2003				July, 2001	51	32	17=100
December, 2003	57	34	9=100	June, 2001	50	33	17=100
November, 2003	50	40	10=100	May, 2001	53	32	15=100
October, 2003	50	42	8=100	April, 2001	56	27	17=100
September, 2003	55	36	9=100	March, 2001	55	25	20=100
Mid-August, 2003	56	32	12=100	February, 2001	53	21	26=100
Early August, 2003	53	37	10=100				
Mid-July, 2003	58	32	10=100				
Early July, 2003	60	29	11=100				
June, 2003	62	27	11=100				
May, 2003	65	27	8=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				

Q.2 All in all, are you satisfied or dissatisfied with the way things are going in this country today?

	<u>Sat- isfied</u>	<u>Dis- satisfied</u>	<u>No Opinion</u>		<u>Sat- isfied</u>	<u>Dis- satisfied</u>	<u>No Opinion</u>
Mid-October, 2004	36	58	6=100	October, 1993	22	73	5=100
July, 2004	38	55	7=100	September, 1993	20	75	4=100
May, 2004	33	61	6=100	May, 1993	22	71	7=100
Late February, 2004	39	55	6=100	January, 1993	39	50	11=100
Early January, 2004	45	48	7=100	January, 1992	28	68	4=100
December, 2003	44	47	9=100	November, 1991	34	61	5=100
October, 2003	38	56	6=100	Late Feb, 1991 (<i>Gallup</i>)	66	31	3=100
August, 2003	40	53	7=100	August, 1990	47	48	5=100
April, 2003 ¹⁸	50	41	9=100	May, 1990	41	54	5=100
January, 2003	44	50	6=100	January, 1989	45	50	5=100
November, 2002	41	48	11=100	September, 1988 (<i>RVs</i>)	50	45	5=100
September, 2002 ¹⁹	41	55	4=100	May, 1988	41	54	5=100
Late August, 2002	47	44	9=100	January, 1988	39	55	6=100
May, 2002	44	44	12=100				
March, 2002	50	40	10=100				
Late September, 2001	57	34	9=100				
Early September, 2001	41	53	6=100				
June, 2001	43	52	5=100				
March, 2001	47	45	8=100				
February, 2001	46	43	11=100				
January, 2001	55	41	4=100				
October, 2000 (<i>RV's</i>)	54	39	7=100				
September, 2000	51	41	8=100				
June, 2000	47	45	8=100				
April, 2000	48	43	9=100				
August, 1999	56	39	5=100				
January, 1999	53	41	6=100				
November, 1998	46	44	10=100				
Early September, 1998	54	42	4=100				
Late August, 1998	55	41	4=100				
Early August, 1998	50	44	6=100				
February, 1998	59	37	4=100				
January, 1998	46	50	4=100				
September, 1997	45	49	6=100				
August, 1997	49	46	5=100				
January, 1997	38	58	4=100				
July, 1996	29	67	4=100				
March, 1996	28	70	2=100				
October, 1995	23	73	4=100				
June, 1995	25	73	2=100				
April, 1995	23	74	3=100				
July, 1994	24	73	3=100				
March, 1994	24	71	5=100				

¹⁸ Asked April 8, 2003 only; N=395.

¹⁹ The September 2002 trend is from a Pew Global Attitudes Project survey, fielded August 19 to September 8, 2002 and released December 4, 2002.

More specifically...

Q.3 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	38	55	7=100
Early September, 2004	44	49	7=100
August, 2004	42	52	6=100
July, 2004	42	52	6=100
June, 2004	43	50	7=100
Early April, 2004	39	53	8=100
Mid-January, 2004	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
b. The situation in Iraq	37	56	7=100
Early September, 2004	47	45	8=100
August, 2004	43	52	5=100
July, 2004	42	53	5=100
June, 2004	42	51	7=100
Late April, 2004	44	48	8=100
Early April, 2004	40	53	7=100
Mid-January, 2004	59	37	4=100
September, 2003	52	40	8=100
April 10-16, 2003 ²⁰	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

²⁰

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."

Q.3 CONTINUED...

	<u>Approve</u>	<u>Disapprove</u>	<u>DK/Ref.</u>
c. Terrorist threats	49	40	11=100
Early September, 2004	62	32	6=100
August, 2004	58	37	5=100
July, 2004	54	40	6=100
June, 2004	56	35	9=100
Late April, 2004	55	36	9=100
Early April, 2004	53	38	9=100
Gallup: December, 2003	65	33	2=100
September, 2003	64	28	8=100
February, 2003	67	25	8=100
January, 2003	69	23	8=100
Early October, 2002	71	22	7=100
June, 2002	74	18	8=100
Mid-September, 2001 ²¹	85	6	9=100
Clinton: Early September, 1998	72	20	8=100
d. The nation's foreign policy	37	49	14=100
Early September, 2004	47	42	11=100
August, 2004	42	49	9=100
July, 2004	40	48	12=100
Mid-January, 2004	53	36	11=100
March, 2003	53	36	11=100
Early April, 2002	69	20	11=100
Gallup: October, 2001	81	14	5=100
Early September, 2001	46	34	20=100
August, 2001 ²²	45	32	23=100

Q.4 As I read a list of some stories covered by news organizations this past month, tell me if you happened to follow the news story very closely, fairly closely, not too closely, or not at all closely. **[INSERT ITEM; RANDOMIZE ITEMS a. THRU c. FOLLOWED BY RANDOMIZED ITEMS d. THRU f.]**

	<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/Ref</u>
a. News about the current situation in Iraq	42	38	11	8	1=100
Early September, 2004	47	37	9	6	1=100
August, 2004	39	42	12	6	1=100
July, 2004	43	40	11	6	*=100
June, 2004	39	42	12	6	1=100
April, 2004	54	33	8	5	*=100
Mid-March, 2004	47	36	12	4	1=100
Early February, 2004	47	38	10	4	1=100
Mid-January, 2004	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

²¹ In Mid-September, 2001 the question was worded: "...dealing with the terrorist attacks on the World Trade Center in New York City and the Pentagon in Washington." In Early September 1998 the question was worded: "Do you approve or disapprove of the way Bill Clinton is handling current threats from international terrorist groups?"

²² 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.4 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/Ref
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
April 11-16, 2003 ²³	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 ²⁴	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
b. Reports about the condition of the U.S. economy	30	43	16	10	1=100
Early September, 2004	39	34	15	11	1=100
January, 2004	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

²³ From March 20 to April 16, 2003 the story was listed as “News about the war in Iraq.”

²⁴ 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.4 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/Ref
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
February, 1993	49	36	10	5	*=100
January, 1993	42	39	12	7	*=100
September, 1992	43	37	13	6	1=100
May, 1992	39	39	15	6	1=100
March, 1992	47	38	11	4	*=100
February, 1992	47	37	10	6	*=100
January, 1992	44	40	11	5	*=100
October, 1991	36	38	16	9	1=100
c. News about candidates for the 2004 presidential election					
Early September, 2004	40	34	14	11	1=100
August, 2004	32	38	16	14	*=100
July, 2004	29	37	18	15	1=100
June, 2004	28	34	19	18	1=100
April, 2004	31	33	19	16	1=100
Mid-March, 2004	35	34	18	13	*=100
Late February, 2004	24	40	23	12	1=100
Early February, 2004 ²⁵	29	37	20	13	1=100
Mid-January, 2004	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	14	28	29	28	1=100
Early November, 2000 (RVs)	39	44	12	5	*=100
Mid-October, 2000 (RVs)	40	37	15	8	8=100
Early October, 2000 (RVs)	42	36	15	6	1=100
September, 2000	22	42	21	15	*=100
July, 2000	21	38	20	20	1=100
June, 2000	23	32	23	21	1=100
May, 2000	18	33	26	23	*=100
April, 2000	18	39	22	20	1=100
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100

²⁵ From May 2003 to Early February 2004 and in March 1992, the story was listed as “The race for the Democratic nomination.” In January 2003, the story was listed as “Recent announcements by prominent Democrats about plans to run for president in 2004.” In September 2000, Early September and July 1996, and May 1992, the question asked about the “presidential election campaign.” In January, March and April 1996, the story was listed as “News about the Republican presidential candidates.” In August 1992, the story was listed as “News about the presidential election.” In July 1992, the story was listed as “News about the presidential campaign.” In January 1992, the story was listed as “News about the Democratic candidates for the presidential nomination.” In 1988, the story was introduced as being from “this past year” and was listed as “News about the presidential campaign in 1988.”

Q.4 CONTINUED...

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
November, 1996 (<i>RVs</i>)	34	45	15	6	*=100
October, 1996	31	39	18	12	*=100
Early September, 1996	24	36	23	17	*=100
July, 1996	22	40	23	14	1=100
April, 1996	23	35	25	17	*=100
March, 1996	26	41	20	13	*=100
January, 1996	10	34	31	24	1=100
October, 1992 (<i>RVs</i>)	55	36	7	2	0=100
September, 1992 (<i>RVs</i>)	47	36	11	6	*=100
August, 1992 (<i>RVs</i>)	36	51	11	2	0=100
July, 1992	20	45	26	9	*=100
May, 1992	32	44	16	8	*=100
March, 1992	35	40	16	9	*=100
January, 1992	11	25	36	27	1=100
October, 1988 (<i>RVs</i>)	43	44	11	2	*=100
August, 1988 (<i>RVs</i>)	39	45	13	3	*=100
May, 1988	22	46	23	6	3=100
d. The high price of gasoline these days	64	22	8	5	1=100
August, 2004	52	29	10	8	1=100
July, 2004	56	25	11	7	1=100
June, 2004	58	26	9	6	1=100
April, 2004	46	30	15	8	1=100
Early April, 2004	58	23	10	8	1=100
Mid-March, 2004	47	27	14	10	2=100
September, 2003	45	27	15	11	1=100
March, 2003	52	27	11	9	1=100
February, 2003	53	25	12	9	1=100
June, 2001	56	31	7	5	1=100
May, 2001	61	26	6	6	1=100
Early October, 2000	56	25	12	6	1=100
June, 2000 ²⁶	61	25	9	5	*=100
March, 2000	58	28	10	4	*=100
October, 1990	62	26	8	4	*=100
September, 1990	56	28	11	5	*=100
August, 1990	57	27	10	5	1=100
e. A shortage in the supply of flu vaccines available this year	44	27	14	14	1=100
f. The possibility that Mount St. Helens might erupt again	20	33	25	21	1=100

²⁶

In August 1990 through June 2000 the question was worded "Recent increases in the price of gasoline."