

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
NOVEMBER 2004 ELECTION WEEKEND SURVEY
FINAL TOPLINE
October 27 - 30, 2004
General Public N=2,804
Registered Voters N=2,408

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

THOUGHT How much thought have you given to next Tuesday's 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>
	82	3	12	2	1=100
	76	5	15	3	1=100
	74	4	19	2	1=100
	68	4	23	4	1=100
	66	4	25	4	1=100
	71	3	22	3	1=100
	69	3	23	4	1=100
	73	3	21	2	1=100
	69	2	26	2	1=100
	67	2	28	2	1=100
	58	3	36	2	1=100
	59	6	30	4	1=100
	60	4	31	4	1=100
	65	2	31	2	*=100
2000	72	6	19	2	1=100
	66	6	24	4	*=100
	67	9	19	4	1=100
	60	8	27	4	1=100
	59	8	29	3	1=100
	46	6	45	3	*=100
	46	6	43	5	*=100
	48	4	42	5	1=100
	45	7	41	7	*=100
1996	67	8	22	3	*=100
	65	7	26	1	1=100
	61	7	29	2	1=100
	56	3	36	4	1=100
	55	3	41	1	*=100
	50	5	41	3	1=100
1992	77	5	16	1	1=100
	69	3	26	1	1=100
	72	4	23	1	*=100
	63	6	29	1	1=100
1988	73	8	17	2	0=100
	69	9	20	2	0=100
	61	10	27	2	0=100
	57	18	23	2	0=100

Q.2 How closely have you been following news about the presidential election... very closely, fairly closely, not too closely, or not at all closely?

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
November, 2004	52	36	8	4	*=100
Mid-October, 2004 ¹	54	29	11	5	1=100
Early September, 2004	40	34	14	11	1=100
November, 2000	39	44	12	5	*=100
Mid-October, 2000	40	37	15	8	*=100
Early October, 2000	42	36	15	6	1=100
September, 2000	27	46	18	8	1=100
November, 1996	34	45	15	6	*=100
Early September, 1996	29	39	19	13	*=100
October, 1992	55	36	7	2	0=100
September, 1992	47	36	11	6	*=100
August, 1992	36	51	11	2	0=100
October, 1988	43	44	11	2	*=100
August, 1988	39	45	13	3	*=100

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

		Mid- Oct 2004	Early Sept 2004	Aug 2004	Nov 2002	Nov 2000	Late Oct 2000	Mid- Oct 2000	Early Oct 2000	Late Oct 1998	Early Oct 1998	Nov 1996	Late Sept 1996	Nov 1994
82	Yes	79	83	88	86	83	81	82	84	86	87	85	85	91
18	No	21	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	100

¹ Complete trend for Q.2 not shown; comparable election year trends are presented. Previously in 2004 and in 2000, the question asked "News about candidates for the [2004/2000] presidential election." In 1988, the story was introduced as being from "this past year" and was listed as "News about the presidential campaign in 1988."

RESPONDENTS IN NORTH DAKOTA SHOULD BE SKIPPED TO FOLGOV.

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 ANSWERED "1" IN REGIST AND IS NOT IN "DAY OF REGISTRATION" STATE, ASK:

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

BASED ON TOTAL VOTING AGE POPULATION [N=2804]:

	Yes, <u>Registered</u>	<i>Absolutely</i> <u>Certain</u>	<i>Chance</i> <u>of Lapse</u>	<i>DK/</i> <u>Ref.</u>	<i>Day of</i> <u>registration</u>	No, <u>Not Reg.</u>	<i>DK/</i> <u>Ref.</u>
November, 2004	83	76	2	*	5	16	1=100
November, 2000	80	73	2	*	5	20	*=100
November, 1996	76	69	2	1	4	24	*=100

IF RESPONDENT IS IN "DAY OF" STATE & ANSWERED "NO, NOT REGISTERED" OR "DON'T HAVE TO REGISTER" IN REGIST, ASK:

PLANREG Next Tuesday, do you plan to register so that you can vote in the election?

BASED ON TOTAL VOTING AGE POPULATION IN "DAY OF" STATE [N=30]:

53	Yes
28	No — GO TO Q.4
19	Don't know/Refused — GO TO Q.4
100	

PROGRAMMING NOTE: A PERSON IS COUNTED AS "REGISTERED" AT THIS POINT IF THEY:

- (1) ARE IN NORTH DAKOTA
- (2) ANSWERED "YES" TO REGIST AND LIVE IN A "DAY OF REGISTRATION" STATE
- (3) ANSWERED "YES" TO REGICERT
- (4) ANSWERED "YES" TO PLANREG

NON-REGISTERED VOTERS GET SKIPPED TO Q.4/4a/4b AND FROM THERE, SKIPPED TO SEX ASK ALL REGISTERED VOTERS:

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>The Time</u>	<u>Some of</u> <u>the Time</u>	<u>Only Now</u> <u>and Then</u>	<u>Hardly</u> <u>at All</u>	<u>DK/Ref</u>
November, 2004	61	27	9	3	*=100
Mid-October, 2004	63	26	8	3	*=100
June, 2004	49	35	12	4	*=100
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.)						
	Always	Nearly Always	Part of The time	Seldom	Never Vote	(VOL.) Other	(VOL.) DK/Ref.
November, 2004	62	21	7	6	3	1	*=100
Mid-October, 2004	63	22	7	5	2	1	*=100
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

Q.3 Do you happen to know where people in your neighborhood go to vote?

		Gallup								
		Nov 2002	Nov 2000	Late Oct 1998	Early Oct 1998	Nov 1996	Oct 1996	Nov 1994	Nov 1988	Oct 1988
85	Yes — gives answer	88	84	90	87	88	85	93	89	86
<u>15</u>	No/Don't know/Ref./No Answer	<u>12</u>	<u>16</u>	<u>10</u>	<u>13</u>	<u>12</u>	<u>15</u>	<u>7</u>	<u>11</u>	<u>14</u>
100		100	100	100	100	100	100	100	100	100

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

NOTE: IN 33 STATES (PLUS WASHINGTON, D.C.) 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 Know</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>	
November, 2004	45	34	11	*	46	29	16	1	1	8=100	
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>	
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	
		<i>Bush, Sr./Lean Bush, Sr.</i>				<i>Dukakis/Lean Dukakis</i>					
October, 1988	50	24	26	--	42	20	22	--	n/a	8=100	
September, 1988	50	26	24	--	44	19	25	--	n/a	6=100	
May, 1988	40	12	28	--	53	14	38	--	n/a	7=100	

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

NOTE SPECIAL INSTRUCTION: NON-REGISTERED VOTERS ('2' IN REGIST AND NOT IN "DAY OF REGISTRATION" STATE, OR '9' IN REGIST, OR '2' OR '9' IN REGICERT, OR '2' OR '9' IN PLANREG) SHOULD NOW SKIP TO SEX]

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	
Nov	46	20	23	3	45	34	9	2	9=100
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>
November, 2004	6	43	5=54%
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>	38	5=54%
<i>September 8-10</i>	<i>11</i>	46	3=60%
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: 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>
November, 2004	6	44	5=55%
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%

Q.6b CONTINUED...

	<u>Chance might vote for Bush</u>	<u>Decided not to vote for Bush</u>	<u>Don't know/ Refused</u>
Early September, 2004	9	38	4=51%
<i>September 11-14</i>	8	41	5=54%
<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: 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%

ASK ALL REGISTERED VOTERS:

PLANTO1 Do you yourself plan to vote in the election this year, or not?

	Yes, Plan <u>To Vote</u>	No, Don't <u>Plan To</u>	Don't know/ <u>Refused</u>
November, 2004	97	2	1=100
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
November, 2002 ^{6*}	90	8	2=100
Early October, 2002*	95	3	2=100
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 November and Mid-October 2004 and November 2002, the volunteer category "already voted" was added and is presented in the "Yes, Plan to vote" category.

⁶ In November 2002, 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?"

ASK IF ‘VOL. ALREADY VOTED’ (3 IN PLANTO1) [N=187]:

EARLY Just to be sure I understand – are you saying you have ALREADY mailed in your vote or cast your vote early at your local election office, or do you mean that you PLAN TO do so?

- 97 Already voted – **GO TO Q.7**
 - 3 Plan to vote early – **GO TO SCALE10**
 - 0 Other (VOL.) – **GO TO SCALE10**
 - * Don’t know/Refused – **GO TO SCALE10**
- 100

ASK IF DID NOT ALREADY VOTE (2,3,9 IN EARLY):

SCALE10 I'd like you to rate your chance of voting in this year's election 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?

BASED ON ALL REGISTERED VOTERS:

	Definitely will vote										Definitely will not vote	DK/Ref
	10	9	8	7	6	5	4	3	2	1		
November, 2004 ⁷	87	4	3	1	1	1	*	*	*	2	1=100	
Mid-October, 2004	87	4	3	1	1	1	*	*	*	2	1=100	
November, 2002 ^{8*}	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	
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

⁷ In November 2004 and November 2002 the volunteer category “already voted” was added and is presented in the “10 – definitely will vote” category.

⁸ In previous November election surveys, the question asked about “Tuesday’s election.”

IF YES IN PLANTO1, ASK:

PLANTO3 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?

BASED ON ALL REGISTERED VOTERS:		Mid- Oct <u>2004</u>	Early Sept <u>2004</u>	June <u>2004</u>
9	Before Election Day/By Mail/Absentee	16	13	19
75	Will vote at polling place on Election Day	78	84	77
13	Already voted ⁹	3	*	n/a
*	Don't know/Refused	1	1	*
<u>3</u>	Don't Plan to Vote/Don't Know	<u>2</u>	<u>2</u>	<u>4</u>
100		100	100	100

ASK ALL REGISTERED VOTERS:

Q.7 In your opinion, is the outcome of this presidential election especially important, or is it no more important than any other presidential election?

		<u>Nov 2000</u>	<u>Nov 1996</u>
84	Especially important	67	61
15	No more important than the others	31	38
<u>1</u>	Don't Know/Refused	<u>2</u>	<u>1</u>
100		100	100

Q.8 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>
November, 2004	48	27	25=100
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
November, 2000	43 <i>Bush</i>	32 <i>Gore</i>	25=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 ¹⁰	12 <i>Dole</i>	79 <i>Clinton</i>	9=100
Early September, 1996	16 <i>Dole</i>	75 <i>Clinton</i>	9=100

⁹ 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.

¹⁰ In 1996 and October 1992, the question also asked about Ross Perot. Results here are included in the "Other/DK" category.

Q.8 CONTINUED...

	<u>George W. Bush</u>	<u>John Kerry</u>	<u>Other/DK</u>
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

Q.9 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 (1 IN Q.9), ASK:

Q.9a And were you urged to vote for George W. Bush and/or other Republican candidates OR John Kerry and/or other Democratic candidates?

		<u>Mid-Oct</u> <u>2004</u>	<u>Nov</u> <u>2002</u>	<u>Nov</u> <u>2000</u>
34	Yes	26	33	26
8	Bush/Republicans	7	7 <i>Republicans</i>	8 <i>Bush</i>
8	Kerry/Democrats	6	8 <i>Democrats</i>	6 <i>Gore</i>
2	Other (VOL.)	2	1	2
12	Both (VOL.)	7	12	6
4	Don't know/Refused	4	5	4
65	No	73	66	73
<u>1</u>	Don't know/Refused	<u>1</u>	<u>1</u>	<u>1</u>
100		100	100	100

ASK ALL REGISTERED VOTERS:

Q.10 Has anyone from a campaign or other group contacted you IN PERSON – such as by coming to your door – to urge you to vote in a particular way in the election?

11	Yes
89	No
<u>*</u>	Don't know/Refused
100	

Q.11 Will this election be the FIRST time that you have voted, or have you voted before?

		<u>Mid-Oct</u> <u>2004</u> ¹¹
13	First time	11
87	Have voted before	89
<u>*</u>	Don't Know/Refused	<u>*</u>
100		100

NO QUESTION 12

¹¹ In Mid-October 2004, the question was asked as part of a series of items about whether they applied to the respondent.

IF RESPONDENT ANSWERED “UNDECIDED” (“9” IN Q.4b), ASK BASED ON NADER STATE:

One last question about your opinion of the candidates...

Q.13a/b I have been asked to try to get a choice for president from everyone I interview. Even though you may not have made up your mind, could you make a guess so I will have something to put down? The candidates are Bush and Cheney, the Republicans, Kerry and Edwards, the Democrats, [and the ticket of Ralph Nader and Peter Camejo.]

BASED ON ALL REGISTERED VOTERS:

1 Bush/Cheney
 1 Kerry/Edwards
 * Nader/Camejo
 * **(VOL.)** Not going to vote
 4 Undecided/Other
94 Question not asked
 100

ASK ALL REGISTERED VOTERS:

I have just a couple questions about broader issues beyond the election...

Thinking about Iraq for a moment...

Q.14 Do you think the U.S. made the right decision or the wrong decision in using military force against Iraq?

	<u>Right decision</u>	<u>Wrong decision</u>	<u>Don't know/ Refused</u>
November, 2004	48	41	11=100
Mid-October, 2004	47	45	8=100
Early October, 2004	53	41	6=100
Early September, 2004	54	41	5=100
August, 2004	55	40	5=100
July, 2004	52	43	5=100
June, 2004	54	39	7=100
May, 2004	49	44	7=100
Early April, 2004	57	36	7=100
Mid-March, 2004	54	40	6=100
Late February, 2004	58	35	7=100
Early February, 2004	57	38	5=100
Mid-January, 2004	66	29	5=100
Early January, 2004	62	28	10=100
December, 2003	69	26	5=100
October, 2003	59	34	7=100
September, 2003	62	33	5=100
August, 2003	65	29	6=100
Early July, 2003	67	25	8=100
May, 2003	76	20	4=100

Q.15 How would you rate economic conditions in this country today... as excellent, good, only fair, or poor?

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Don't know/ Poor</u>	<u>Refused</u>
November, 2004	5	31	37	26	1=100
Mid-September, 2004	5	35	39	20	1=100
August, 2004	3	32	45	20	*=100
Late February, 2004	2	29	42	26	1=100

And thinking about the war on terrorism...

Q.16 Do you think the United States is winning or losing the war on terrorism?

		Early <u>Oct 2004</u>	Early Sept <u>2004</u>
45	Winning	48	54
31	Losing	33	28
10	Neither (VOL)	9	9
<u>14</u>	Don't Know/Refused	<u>10</u>	<u>19</u>
100		100	100

Q.17 How much of a risk to the country is there, if any, 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?

37	Major risk
26	Minor risk
30	No risk at all
<u>7</u>	Don't know/Refused (VOL.)
100	