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ONCE AGAIN, VOTERS SAY: IT'S THE ECONOMY

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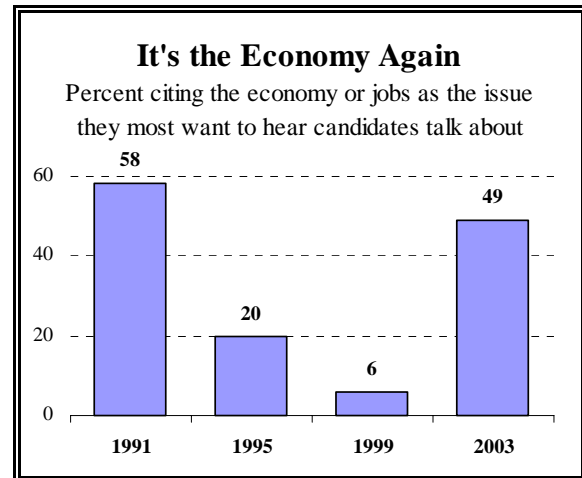
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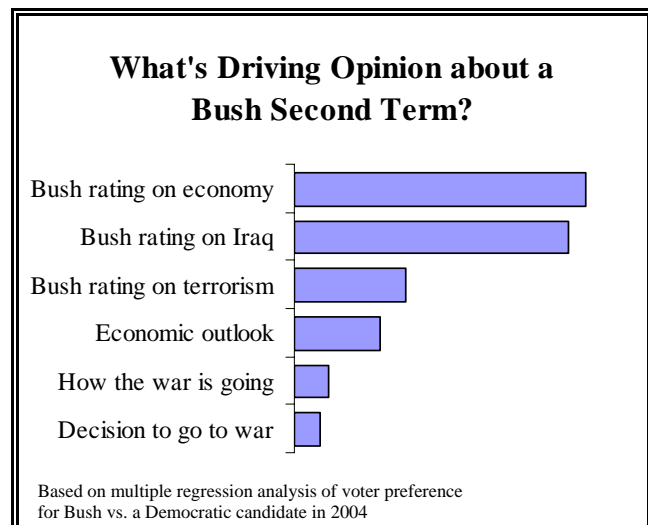
ONCE AGAIN, VOTERS SAY: IT'S THE ECONOMY

President Bush is facing an electorate that is almost as focused on the economy as it was in the fall of 1991, when rising economic concern began to unravel his father's reelection chances. In an open-ended format, nearly half (49%) of Americans volunteer the economy or jobs as the single issues they most want the presidential candidates to discuss. That is considerably higher than levels measured at various points during the last two presidential campaigns and is nearly as high as in October 1991 (58%), although more Americans focused on jobs at that time than now.



The survey also shows that the percentage of voters who want to see the president reelected continues to inch downward. Bush has a statistically insignificant 45%-43% edge over an unnamed Democrat among registered voters. As recently as July, he held a ten-point advantage over a generic Democratic candidate (47%-37%). And while voters say the economy is by far the top issue they want candidates to discuss, opinions toward Bush's reelection are now linked as closely to views of his handling of Iraq as they are to his stewardship of the economy. (*see chart below*)

Analysis of the survey shows that judgments of the way Bush is handling the situation in Iraq is a strong factor in attitudes toward his reelection, while opinions of the decision to go to war are not particularly crucial. This marks a significant change since mid-April, when opinion about the decision to go to war drove voting intentions more than views of the president's handling of the war. The analysis also shows that the president's approval rating on handling terrorism, which remain strong at 64%, is not as important a factor in attitudes toward his reelection.



The latest Pew Research Center national survey of 1,500 adults, conducted Sept. 17-22, shows that while two-thirds (66%) say Bush is doing all he can to protect the U.S. from terrorism, fewer than half that many (26%) say the same about his efforts to improve economic conditions. In fact, almost as many believe the president could be doing more to fix the economy as said that about the elder Bush during the 1992 campaign (70% now, 76% in March 1992).

The president's overall approval rating stands at 55%, largely unchanged from mid-August (56%). However, a daily breakdown of the survey results shows Bush's approval score slipping to 51% at the end of the polling period (Sept. 21-22). And his approval ratings on specific issues – with the notable exception of terrorism – are weak. Nearly half (48%) disapprove of his handling of the economy while 43% approve. His rating on health care is even more negative (33% approve, 46% disapprove). And views of Bush's handling of the situation in Iraq have eroded significantly since April. Fully 77% approved of his performance on Iraq in mid-April, following the fall of Baghdad; today, just 52% do so.

But the president's twin strengths – his handling of the war on terrorism and his personal image – continue to anchor his overall job approval in the face of criticism on other fronts. More than six-in-ten Americans (64%) approve of the job Bush has done in dealing with terrorist threats, only a modest decline since January (69%). The president's ratings on key personal characteristics like empathy and leadership continue to be positive. Roughly two-thirds (68%) say they see Bush as a strong leader, unchanged since the start of his term.

The new survey also shows the race for the Democratic presidential nomination has become more jumbled with Ret. Gen. Wesley Clark's entrance into the race. Clearly, Clark's decision to seek the nomination registered strongly with Americans, even though it occurred as news of Hurricane Isabel commanded the public's attention. Asked to name any of the Democratic candidates, 15% identified Clark, which puts him on par with Sen. John Kerry (19%), former Gov. Howard Dean (19%) and Sen. Joe Lieberman (14%) in public awareness.

In terms of overall appeal, Clark also has quickly moved into the first tier of Democratic candidates. About half (53%) of those voters who have heard of Clark say there is at least some chance they will vote for the retired general. Four other candidates have roughly comparable levels

Bush on Economy and Terrorism		
	March	Sept
<i>President's efforts on economy</i>	<u>1992*</u>	<u>2003</u>
Doing as much as he can	21	26
Could be doing more	76	70
Can't say	<u>3</u>	<u>4</u>
	100	100
<i>President's efforts on terrorism</i>		
Doing as much as he can	-	66
Could be doing more	-	30
Can't say	-	<u>4</u>
		100

*asked about President George Bush, Sr.

of potential support – Lieberman (50%), Kerry (49%), Rep. Dick Gephardt (47%), and Dean (46%). Bush retains a solid lead over any Democrat on this measure, as 64% say there is at least some chance they would vote for the president.

The survey suggests that Americans may not be all that favorably impressed by Clark’s resume. Asked which types of experience best prepare someone to be president, a 35% plurality cited previous service as a governor and 27% said serving in Congress provided the best experience. Just one-in-ten think that experience as a general or admiral best prepares someone to be president; more (15%) cited experience as a business executive.

Bush’s Base Solid

After falling steadily after Saddam Hussein’s regime was overthrown in Iraq, Bush’s ratings stabilized in August and have remained in the low-to-mid 50% range since then. The president continues to draw approval from his political base – white southerners, people who live in rural areas, white evangelicals, and especially conservative Republicans.

Over three-quarters of the latter group (78%) *very strongly* approve of the president’s performance, with another 15% approving not strongly. A majority of white evangelical Protestants (51%) very strongly approve, and another 21% approve less strongly. Criticism of the president is greatest among African-Americans, over two thirds of whom (69%) now disapprove of his performance, 53% of them very strongly. Similarly, three quarters (74%) of liberal Democrats disapprove, 59% very strongly.

	---Approve---		--Disapprove--		DK/ Ref
	<u>Strongly</u>	<u>Not</u>	<u>Not</u>	<u>Strongly</u>	
	%	%	%	%	%
All	35	20	9	27	9=100
Whites	39	21	8	24	8=100
Blacks	13	10	16	53	8=100
White Protestant					
Evangelical	51	21	5	16	7=100
Mainline	38	20	9	24	9=100
White Catholic	37	24	10	22	7=100
Secular	26	15	11	34	14=100
Conservative Rep.	78	15	3	2	2=100
Mod/Lib Rep.	49	29	3	9	10=100
Independent	30	21	12	26	11=100
Cons/Mod Dem.	15	19	15	43	8=100
Liberal Democrat	7	13	14	59	7=100

Strong Reactions to Bush Matching Clinton Mark

Since June 2002, the percentage of Americans who disapprove of the president’s job performance has increased from 20% to 36%. What is more striking is that the number who strongly disapprove has more than tripled, from 8% to 27%. About a third of Americans (35%) take a very positive view of Bush’s job performance, down from 46% in June 2002.

Clearly, Bush elicits intense feelings from members of both parties – so much so that partisan opinion of the president is now becoming as strongly held as opinion of former President Clinton at the height of the impeachment scandal. Among Republicans, 66% strongly approve of Bush’s performance, while 21% approve not so strongly. Similarly, among Democrats, more than three times as many strongly disapprove of the president as say their disapproval is not strongly held (48% vs. 15%).

In September 1998, shortly after Clinton admitted his affair to the nation, Democrats rallied around their embattled president, giving him 69% strong approval and just 19% not so strong approval. Half (51%) of Republicans strongly disapproved of Clinton, and just 13% disapproved but not strongly.

But today’s intense climate of opinion is not just a result of Democrats and Republicans moving apart. It is also seen in the opinions of independent voters, 56% of whom hold strong opinions about Bush today (30% strong approval, 26% strong disapproval).

	Apr 2001 %	June 2002 %	Sept 2003 %
<i>Approve</i>			
Very strongly	34	46	35
Not so strongly	22	24	20
<i>Disapprove</i>			
Not so strongly	9	12	9
Very strongly	18	8	27
Don’t know	<u>17</u> 100	<u>10</u> 100	<u>9</u> 100

	<i>Bush Sr.</i> Nov 1991* %	<i>---Clinton---</i> July 1994 %	Sept 1998 %	<i>GW Bush</i> Sept 2003 %
<u>President’s Party</u>				
<i>Approve</i>				
Very strongly	52	35	69	66
Not so strongly	29	39	19	21
<i>Disapprove</i>				
Not so strongly	9	10	3	3
Very strongly	5	9	6	5
Don’t know	<u>5</u> 100	<u>7</u> 100	<u>3</u> 100	<u>5</u> 100
<u>Opposition Party</u>				
<i>Approve</i>				
Very strongly	15	3	15	13
Not so strongly	17	15	17	17
<i>Disapprove</i>				
Not so strongly	14	21	13	15
Very strongly	44	55	51	48
Don’t know	<u>10</u> 100	<u>6</u> 100	<u>4</u> 100	<u>7</u> 100

* Survey by Gallup

Election 2004: Reelect Margin Narrows

President Bush is now running in a dead heat with a hypothetical Democratic candidate among registered voters (45% for Bush, 43% for a Democrat). As recently as last month, Bush held a five-point lead and was up by 14 percentage points in April, just after the collapse of the Hussein regime in Iraq.

Democratic gains have come as the party's traditional constituencies have peeled away from the president and returned to the fold. Even though a gender gap has been observed in presidential voting over the past 20 years, men and women in April 2003 were equally likely to favor Bush. Now, by a margin of 48% to 41% women would prefer a Democrat – a gain of 14 points for the Democratic alternative.

Democratic Prospects Brighten				
	April	July	Sept	Change
<i>Percent who favor Democrat in 2004</i>	<u>2003</u>	<u>2003</u>	<u>2003</u>	<u>Apr-Sept</u>
	%	%	%	%
All RVs	34	37	43	+9
Men	35	33	37	+2
Women	34	40	48	+14
White evangelicals	13	21	25	+12
White mainline	36	35	37	+1
White Catholic	22	31	44	+22
Secular	53	45	54	+1
East	33	44	51	+18
Midwest	28	32	42	+14
South	39	35	40	+1
West	37	38	42	+5
Republican	1	3	6	+5
Democrat	71	76	78	+7
Independent	32	32	39	+7

Based on registered voters.

The biggest shift has occurred among white Catholics, who in July favored Bush by a margin of 52% to 31%. Now Catholics are split, 44% for a Democrat and 43% for Bush. Consistent with this trend, Democrats are doing much better in the East and Midwest now than they were in April.

Low Candidate Familiarity

Most Americans (59%) including most Democrats, continue to be unable to call a single candidate's name to mind when thinking about the upcoming Democratic primary. Asked to name *any* candidates planning to run for the Democratic nomination, just 41% of Americans were able to give a name (39% correctly citing one of the ten announced candidates).

Familiarity with the Field		
	% naming	
	<u>Primary</u>	<u>someone</u>
		<u>Most cited names</u>
Sept 2003 Dem	41	Kerry (19%), Dean (19%)
Sept 1999 Dem	52	Gore (46%), Bradley (16%)
Sept 1999 Rep	63	Bush (54%), E. Dole (16%)
Aug 1995 Rep	56	Dole (51%), Gramm (18%)
Oct 1991 Dem	27	Clinton (10%), Kerrey (8%)

That is an increase from April and January, when just 32% and 35%, respectively, could offer a name. But far more people could identify candidates in primary campaigns four and eight years ago. In September 1999, 52% could name a Democratic primary candidate, and 63% could name a Republican. In August 1995, 56% could name a Republican candidate.

What set the 1995 and 1999 races apart was the presence of a clear frontrunner, which dramatically increased the public's ability to recall at least one name. Roughly half could name Al Gore, George W. Bush, and Bob Dole as candidates in these primary races. By comparison, fewer than one-in-five can name any single candidate in this year's race. In that regard, the 1991 Democratic primary is more similar to this year's race. In October 1991, just 27% of Americans could name a Democratic candidate, while 73% were unable to name anyone. Future president Bill Clinton was the most visible candidate at that time, with a mere 10% recalling his name.

Currently, Kerry and Dean are the names that come to people's minds most often (19% each). Kerry's name recall has nearly doubled from January, when 10% cited him as a candidate, and Dean's has increased exponentially (just 1% recalled his name in January). Newest candidate Wesley Clark scored well on his first weekend as a candidate as many recalled his name as did Lieberman and more named him than Gephardt.

Democrats, however, are no more familiar with their party's candidates than are Republicans or independents. Just 41% of Democrats named someone when asked about the candidates (38% gave a correct name). This compares with 45% of Republicans and 40% of independents (43% and 38% correct, respectively). Half of registered voters who say they have absolutely made up their minds to vote for a Democrat next fall can't name a single candidate in the race at this time.

Unprompted Candidate Name Recall		
	<u>Total</u>	<u>RVs</u>
	%	%
John Kerry	19	23
Howard Dean	19	22
Wesley Clark	15	17
Joe Lieberman	14	17
Dick Gephardt	10	12
John Edwards	7	9
Al Sharpton	7	8
Carol Moseley Braun	4	4
Bob Graham	2	3
Dennis Kucinich	2	3
Hillary Clinton	2	2
Al Gore	2	2
Other	2	3
Number Correct		
None	61	55
One candidate	16	17
Two	8	9
Three	6	7
Four	4	5
Five	2	3
Six or more	<u>3</u>	<u>4</u>
	100	100

Lieberman’s Wide Name Recognition

Voters do much better when the candidates’ names are read to them. For example, 85% of voters have heard of Lieberman, although just 17% recalled his name on their own. With the notable exception of Dean, few candidates have made significant strides in increasing their visibility among voters.

In particular, Lieberman, Kerry, Gephardt, Sen. Bob Graham and Rep. Dennis Kucinich are no more widely recognized today than they were in early July. But Dean is much better known. A solid majority (56%) say they have heard of the former Vermont governor today, up from 46% a month ago and 37% in early July. Dean still lags behind some other front-runners in terms of visibility, however. Nearly three-quarters (74%) recognize Gephardt and 63% recognize Kerry. Clark’s name was familiar to 47% of voters, placing him on par with Sen. John Edwards (46%) and former Sen. Carol Moseley Braun (44%), although Clark had been in the race for just days when the survey was taken.

	<i>Recognize Name</i>				<i>Might vote for**</i>			
	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>	<u>Change</u>	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>	<u>Change</u>
	%	%	%		%	%	%	
George W. Bush	--	--	--	--	63	60	64	+1
Wesley Clark	--	--	47	--	--	--	53	--
Joe Lieberman	83	86	85	+2	45	50	50	+5
John Kerry	58	62	63	+5	42	47	49	+7
Dick Gephardt	75	77	74	-1	45	45	47	+2
Howard Dean	37	46	56	+19	32	41	46	+14
John Edwards	39	45	46	+7	36	41	43	+7
Bob Graham	56	60	55	-1	33	38	35	+2
Carol Moseley Braun	36	41	44	+8	29	33	31	+2
Dennis Kucinich	18	23	21	+3	27	28	28	+1
Al Sharpton	66	68	71	+5	17	19	21	+4

* Based on registered voters.
 **The percent saying there is “some” or a “good” chance they would vote for each, based on those who have heard of the candidate.

Clark’s Strong Start, Dean’s Gains

But Clark is clearly among the front-runners in terms of electability. Among voters who have heard of the former general, 53% said they might vote for him, a bit more than any other candidate. In fact, 19% said there was a “good chance” they would vote for Clark, a slightly higher level of enthusiasm than any other candidate received (17% said this about Lieberman and Dean, 16% about Kerry).

Dean’s gains over the summer also are evident. In early July, just 32% of voters who had heard of Dean said they would consider voting for him, compared with 46% in the current survey. In fact, a number of Democratic candidates are receiving more consideration today than they did at the beginning of the summer. In particular, Edwards and Kerry have made electoral gains, though

only half the magnitude of Dean's improvement during this time (7% improvement vs. 14% for Dean).

What puts Clark in the top tier of candidates is not just strong support from Democrats, but the relatively widespread consideration he also is receiving from many independents. While Clark does no better among Democrats than any other leading candidates, 59% of political independents who have heard of the ex-general say they are considering voting for him. Among the other candidates, only Kerry wins this kind of consideration among independents (56%). Lieberman, Dean, Gephardt and Edwards all run 17 to 24 points worse among independents than they do among Democrats.

<i>Good/Some chance will vote for...**</i>	<u>Total</u>	<u>Dem</u>	<u>Ind</u>	<u>Rep</u>
	%	%	%	%
George W. Bush	64	34	70	94
Wesley Clark	53	67	59	29
Joe Lieberman	50	69	50	30
John Kerry	49	71	56	24
Dick Gephardt	47	68	51	21
Howard Dean	46	67	50	21
John Edwards	43	64	40	21
Bob Graham	35	48	38	17
Carol Moseley Braun	31	52	24	13
Dennis Kucinich	28	42	29	8
Al Sharpton	21	29	21	11

* Based on registered voters.
 **The percent saying there is "some" or a "good" chance they would vote for each, based on those who have heard of the candidate.

Interest on Par With Recent Campaigns

While public interest in the battle for the Democratic nomination pales in comparison to other major news stories such as Iraq, hurricane Isabel, and rising gas prices, the level of public attention is comparable to what it was at this point in previous election cycles. Currently, 42% of Americans say they are following news about the race for the Democratic presidential nomination very (17%) or fairly (25%) closely. This compares with 46% who followed news about the early stages of the primary four years ago, 48% in September of 1995, 38% in 1991 and 48% in 1987.

Still, interest in the campaign is now no higher than it was in January, when the same proportion (42%) said they were following news about candidates who were then getting into the race. Throughout the year, Democrats have expressed significantly more interest in this news story than Republicans or independents.

	<u>Sept 1987</u>	<u>Oct 1991</u>	<u>Sept 1995</u>	<u>Sept 1999</u>	<u>Sept 2003</u>
<i>Following the campaign...</i>	%	%	%	%	%
Very closely	14	12	12	15	17
Fairly	34	26	36	31	25
Not too	37	31	30	33	30
Not at all	14	29	22	20	27
Don't know	<u>1</u>	<u>2</u>	<u>*</u>	<u>1</u>	<u>1</u>
	100	100	100	100	100

Ratings of the Field Also Comparable

Just three-in-ten Americans say there is currently an excellent (3%) or good (27%) field of Democratic candidates. Most rate the field as fair (39%) or poor (15%). These ratings also are in line with pre-primary measures in previous campaigns. Three-in-ten rated the Democratic candidates favorably in January 1988 and about the same number (32%) had a positive view of Republican candidates in October 1995.

In October 1991, just 20% rated the Democratic field as excellent or good, but the difference was driven primarily by a lack of familiarity – more than a quarter (27%) said they did not know enough about the race to rate the candidates.

A plurality of Democrats (44%) say they are satisfied with the choices before them, though only 6% say they pool of candidates is “excellent.” This compares favorably to Democratic ratings of the 1988 and 1991 primary fields when just 38% and 28%, respectively, rated the field favorably. In 1995, over half of Republicans (52%) were satisfied with the candidates contesting their primary.

Quality of the Field				
---Primary Candidates---				
	Dem	Dem	Rep	Dem
	Jan	Oct	Oct	Sept
	1988	1991	1995	2003
All Respondents	%	%	%	%
Excellent/Good	30	20	32	30
Fair	44	38	46	39
Poor	17	15	18	15
Don't know	<u>9</u>	<u>27</u>	<u>4</u>	<u>16</u>
	100	100	100	100
Partisans*	<u>D</u>	<u>D</u>	<u>R</u>	<u>D</u>
Excellent/Good	38	28	52	44
Fair	44	38	38	37
Poor	11	9	5	5
Don't know	<u>7</u>	<u>25</u>	<u>5</u>	<u>14</u>
	100	100	100	100

*Based on Democrats in 1988, 1991 and 2003, and Republicans in 1995.

Campaign Issues: Economy Dominates

Nearly half of registered voters (46%) cite the economy as the most important issue for presidential candidates to talk about, which is more than the number who express interest in hearing about terrorism, homeland security, and how to handle the situation in Iraq *combined*. Another 5% list the job situation as the most important concern.

The economy is the most cited issue even among voters who say they have already made up their mind to vote for Bush in 2004; 38% of committed Bush voters cite the economy as the most important issue for candidates to discuss

What Voters Want to Hear About				
	All	Made up mind	Unsure/	
	RVs	Reelect	Dem	Might
		Bush	cand	change
Most Cited Issues	%	%	%	%
Economy	46	38	55	47
Health care	19	13	22	23
Terrorism/Defenses	16	29	5	12
Iraq/the war	12	14	13	10
Education	5	3	7	5
Jobs	5	*	8	6
Number of cases	(1174)	(397)	(349)	(428)

Based on registered voters.

compared with 29% who mention terrorism. A majority of firm Democratic supporters (55%) also say they most want to hear the candidates discuss the economy. Among “swing” voters, who have not committed to either party’s candidate, 47% cite the economy as their number one concern. The job situation is cited by a significant proportion of Democratic and swing voters (8% and 6%, respectively), but is almost never listed by voters who are committed to Bush.

Nearly one-in-five voters (19%) cite health care cost and availability as the issue they want to hear about most in the campaign, slightly more than refer to terrorism (16%) or the situation in Iraq (12%). But health care is a particular concern for both committed Democrats and swing voters. Fully 23% of swing voters cite health care as what they most want to hear candidates discuss, twice as many as cite terrorism (12%) or Iraq (10%) as priorities.

Less Economic Optimism

Compared with March, somewhat more Americans characterize their personal financial situation as only fair or poor. A slight majority (51%) say they are in fair or poor shape financially, while 48% describe their financial situation as good or excellent. In March, 43% said they were in fair or poor condition financially, while a majority (53%) rated their finances as good or excellent.

Economic Optimism Sags		
<i>Economic conditions will be:</i>	<u>May</u>	<u>Sept</u>
	%	%
Better	43	37
Worse	19	17
Same	35	43
Don't know	<u>3</u>	<u>3</u>
	100	100

Personal financial optimism has changed little since spring, or for that matter, over the past few years. About six-in-ten (64%) expect their finances to improve over the next year, which is virtually unchanged since March. Personal financial optimism has generally remained in the 60% range throughout Bush’s presidency.

But the uptick in national economic optimism seen in May has largely disappeared. Fewer than four-in-ten (37%) now expect economic conditions in the country to get better over the next year. A 43% plurality believes conditions will stay the same while 17% think the economy will decline. In May, 43% said they expected some economic improvement. The level of economic optimism in May was 10 points higher than in March and the highest since January 2002 (44%).

Divided View of Bush's Leadership

By greater than two-to-one (70%-26%), the public believes Bush could do more to help the faltering economy. Underscoring the sharp division of opinion on Bush's leadership, nearly as many people (66%) say the president is doing as much as he can to protect the nation from terrorism.

As expected, partisanship is a major factor in these attitudes, but even many Republicans fault the president's effort on the economy. Overall, Republicans are evenly divided, with 48% saying he is doing as much as can on the economy with 47% saying he could do more. But this masks a deep ideological split among Republicans: six-in-ten moderate and liberal Republicans feel he could be doing more on the economy but just 40% of conservative Republicans agree.

Bush Doing All He Can on Terrorism, Economy?

	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
<i>Both issues...</i>	%	%	%	%
Yes, doing all he can	22	43	9	17
No, could do more	27	14	37	25
<i>Divided views...</i>				
All on terrorism, not economy	41	32	44	50
All on economy, not terrorism	3	4	2	3
Don't know	<u>7</u>	<u>7</u>	<u>8</u>	<u>5</u>
	100	100	100	100

Taking the two issues together, the plurality view among the public (41%) is that the president is doing all he can in the struggle against terrorism, but not the economy. This opinion is particularly prevalent among independents (50%). Even among Democrats, more take a divided view of Bush on the two issues than say he is not doing enough on both (44% vs. 37%).

Views of Bush's Character Unchanged

Despite many ups and downs since the 2000 election, public views of the president's personal character remain consistently positive, and largely unchanged from his first days in office. By three-to-one, the president comes across as "warm and friendly" rather than "cold and aloof" (70% vs. 23%). And by over two-to-one, more see the president as someone "able to get things done" and as "as strong leader" than say these descriptions do not fit. Despite political criticism of the president's justification for the Iraq war, 62% of Americans continue to see the president as trustworthy, while just 32% say he is not, virtually unchanged from February 2001.

Most Americans (59%) say the president is well-informed, though a growing minority says that he is not (36%, up from 27% in Feb. 2001). Perceptions of whether Bush "cares about people like me" are also generally positive, with 56% saying yes, and 38% no.

Views of the president's ideology have changed since early in his term, as the perception that the president is politically conservative has become more widespread. Today, 51% of Americans say the president is conservative, 33% middle of the road, and just 9% see him as liberal. In February 2001, 44% described the president as conservative, 39% middle of the road, and 7% liberal.

This shift is driven, primarily, by a reevaluation of the president by conservatives. One month after his inauguration, self-identified conservatives were divided over whether the new president was conservative (46%) or moderate (42%). Today, conservatives are far more confident that the president is one of them. By two-to-one (58% to 28%), they say Bush is conservative, not middle of the road. A majority of liberals have consistently viewed the president as a political conservative. Their current view (57% conservative, 33% middle of the road) is almost identical to the perception of conservatives.

Stable Views of Bush's Personal Character

	Feb 2001	Sept 2003
	%	%
Warm & friendly	67	70
Cold & aloof	21	23
Neither/DK	<u>12</u>	<u>7</u>
	100	100
Gets things done	60	68
Not able to	18	26
Neither/DK	<u>22</u>	<u>6</u>
	100	100
Trustworthy	60	62
Not	28	32
Neither/DK	<u>12</u>	<u>6</u>
	100	100
Well informed	62	59
Not	27	36
Neither/DK	<u>11</u>	<u>5</u>
	100	100
Cares about people like me	<u>54</u>	<u>56</u>
Doesn't	37	38
Neither/DK	<u>9</u>	<u>6</u>
	100	100
Strong leader	68	68
Not	24	29
Neither/DK	<u>8</u>	<u>3</u>
	100	100

An Ideological Shift

	Feb 2001	Sept 2003
Conservative	44	51
Middle of the road	39	33
Liberal	7	9
None/DK	<u>10</u>	<u>6</u>
	100	100

Presidential Qualities: Judgment Matters Most

For the past three election cycles, Americans have been consistent in their expectations about the personal qualities that are important for a president. Surveys conducted in 1995 and 1999, as well as the current poll, show that Americans view sound judgment in a crisis as the most important presidential quality.

About three-quarters (76%) say this is an “absolutely essential” quality in a president. High ethical standards, compassion for the average citizen, and saying what one believes even if unpopular are also rated as essential by significant majorities.

Barely half (52%) think that having consistent policy positions is important, while 49% think that forcefulness and decisiveness are necessary. Far fewer rate a willingness to compromise, experience in public office, experience in Washington, or party loyalty as absolutely essential qualities in a president. But experience in Washington is rated more highly than in past years (32% now, 21% in 1995).

While Democratic and Republican voters agree on the importance many of these traits, there are a few key differences that suggest some disagreement on character issues. Voters who say they have already made up their mind to support Bush rate high ethical standards and saying what one believes, even if unpopular, as more important qualities than do swing voters and committed Democrats. And 62% of Bush’s strong backers say forcefulness and decisiveness is essential, compared with just 36% of strong Democrats, who in turn place a far higher priority on a president’s willingness to compromise than do Bush supporters.

Professional Background

Just 16% say it is essential for a president to have military experience, while 62% say this is not of particular importance. This is consistent with another survey question, on which just 10% say that serving as a general or admiral is the best preparation for a president. Far more believe that service as a governor (35%), member of Congress (27%), or business executive (15%) better prepares someone to be president.

	Presidential Qualities		
	<i>Absolutely Essential</i>		
	<u>1995</u>	<u>1999</u>	<u>2003</u>
	%	%	%
Sound judgment	76	78	76
High ethical standards	67	63	67
Compassion	64	63	63
Saying what one believes	59	57	56
Consistent positions	51	50	52
Forcefulness & decisiveness	50	46	49
Willingness to compromise	34	33	38
Experience in public office	30	38	37
Political savvy	31	--	36
Experience in Washington	21	27	32
Party loyalty	25	33	30
Military experience	--	--	16

When the alternatives are limited to prior service as a senator and a member of Congress, or as a governor, more Americans view experience in Congress as the best preparation (by 52%-30%). This is consistent with previous surveys conducted in 1999 and 1987.

	<u>Total</u> %	<u>Dem</u> %	<u>Rep</u> %	<u>Ind</u> %
Senator/Congress	52	62	46	50
State governor	30	24	36	35
Both equal (VOL)	8	6	9	8
Don't know	<u>10</u>	<u>8</u>	<u>9</u>	<u>7</u>
	100	100	100	100

There is a notable partisan split over these qualities, however, that was also present prior to the 2000 election. More than six-in-ten Democrats (62%) rate service on Capitol Hill as better preparing someone to become president, compared with just 46% of Republicans. More Republicans than Democrats cite service as a governor as better preparation to become president (36% vs. 24%). Independents' views on this issue are more in line with Republicans than Democrats.

Fewer Expect Bush to Win

Fewer than half of voters today (47%) say they think George W. Bush is likely to win the coming presidential election, down from 66% three months ago. Roughly a third (34%) say they think a Democratic candidate will win, up from 22% in June.

This shift in expectations has occurred across the political spectrum. Democrats have become significantly more confident about their party's prospects – more than twice as many Democrats say their party's candidate will win as predict Bush's reelection (59% vs. 26%). Independents, who expected a Bush victory by three-to-one in June (66% to 22%), still tend to believe he will win reelection, though by a narrower margin (50% to 26%). And while very few Republicans (8%) go so far as to predict a Democratic victory a year from now, fewer are expressing confidence in Bush's ability to win reelection (75%, down from 91% in June).

	<u>Total</u> %	---Party ID---		
	<u>Dem</u> %	<u>Rep</u> %	<u>Ind</u> %	
June				
Bush	66	38	91	66
Democrat	22	46	4	22
Can't say	<u>12</u>	<u>16</u>	<u>5</u>	<u>12</u>
	100	100	100	100
September				
Bush	47	26	75	50
Democrat	34	59	8	26
Can't say	<u>19</u>	<u>15</u>	<u>17</u>	<u>24</u>
	100	100	100	100
Change in Bush reelect	-19	-12	-16	-16

Based on registered voters.

Iraq, Isabel Top News Interest Index

The situation in Iraq continues to lead the news interest index, though there was nearly as much public attention this month to Hurricane Isabel and the rising price of gas. Half of Americans say they have been following developments in Iraq very closely, up from 45% last month, and

another 33% have been following those events fairly closely.

Nearly as many (47%) paid very close attention to Hurricane Isabel, which inflicted heavy damage on the mid-Atlantic region after coming ashore on Sept. 18. Not surprisingly, interest in news about the storm was highest in the South (58%) and East (56%). Compared with other hurricanes, Isabel ranks third in public attention, far behind Hurricanes Andrew and Hugo. Among natural disaster stories asked in 17 years of the Pew News Interest Index, Hurricane Isabel ranks eighth in public interest.

Isabel Trails Andrew, Hugo*	
Hurricane Andrew {9-92}	66%
Hurricane Hugo {10-89}	60%
<i>Hurricane Isabel {9-03}</i>	47%
Hurricane Floyd {10-99}	45%
Hurricanes in the Gulf and Louisiana {10-02}	38%
Hurricane Mitch in Central America {11-98}	36%
* percent following "very closely"	

There also was considerable interest in economic stories, especially the high price of gasoline (45%). About four-in-ten Americans paid very close attention to reports about the nation's economy (39%). Interest in rising gas prices is down slightly from early in the year (53%), while interest in economic conditions has stayed consistently at about 40%.

A third of the public followed news about the electricity blackout that affected much of the Northeast (This survey was conducted approximately a month after the Aug. 14 blackout). As expected, more residents of Northeast followed this story (43% very closely). About a third of the public (32%) also paid very close attention to the removal of a monument of the Ten Commandments from an Alabama courthouse. Residents of the South and evangelical Christians paid the most attention by far to this story (43% and 51%, respectively).

Roughly three-in-ten (31%) closely tracked continued violence in the Middle East between Palestinians and Israelis. But just 19% paid very close attention to California's recall election. Not surprisingly, this story drew relatively strong interest from those in the West (37% very closely). And just 19% also followed news reports on North Korea's nuclear weapons program very closely. That is the lowest level of interest in that story since the Center began tracking it in 1994.

ABOUT THIS SURVEY

Results for the survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,500 adults, 18 years of age or older, during the period September 17 - 22, 2003. Based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. For results based on either Form 1 (N=757) or Form 2 (N=743), the sampling error is plus or minus 4 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

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 one 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 Census Bureau's Current Population Survey (March 2002). 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.

TREND IN PRESIDENTIAL TRIAL HEAT

(Based on Registered Voters)

	----- Mid-July, 2003 -----			----- September, 2003 -----			<i>Change in Prefer Dem</i>
	Bush	Prefer	Other/DK	Bush	Prefer	Other/DK	
	<u>Re-elected</u>	<u>Democrat</u>		<u>Re-elected</u>	<u>Democrat</u>		
	%	%	%	%	%	%	
Total	47	37	16=100	45	43	12=100	+6
Sex							
Male	51	33	16	49	37	14	+4
Female	43	40	17	41	48	11	+8
Race							
White	53	31	16	50	37	13	+6
Non-white	20	61	19	18	71	11	+10
Black	11	70	19	8	82	10	+12
Race and Sex							
White Men	56	30	14	55	31	14	+1
White Women	49	33	18	45	43	12	+10
Age							
Under 30	38	43	19	41	50	9	+7
30-49	49	36	15	46	42	12	+6
50-64	51	34	15	50	38	12	+4
65+	43	36	21	38	47	15	+11
Sex and Age							
Men under 50	52	34	14	48	38	14	+4
Women under 50	42	41	17	41	50	9	+9
Men 50+	52	31	17	50	36	14	+5
Women 50+	44	38	18	41	47	12	+9
Education							
College Grad.	47	38	15	42	46	12	+8
Some College	50	36	14	46	41	13	+5
High School or Less	45	36	19	45	43	12	+7
Family Income							
\$75,000+	55	34	11	46	41	13	+7
\$50,000-\$74,999	57	30	13	52	37	11	+7
\$30,000-\$49,999	47	37	16	50	40	10	+3
\$20,000-\$29,999	40	38	22	36	47	17	+9
<\$20,000	30	50	20	33	59	8	+9

Question: Looking ahead, would you like to see George W. Bush re-elected president in 2004 or would you prefer that a Democratic candidate win the election?

Continued on next page..

	----- Mid-July, 2003 -----			----- September, 2003 -----			<i>Change in Prefer Dem</i>
	Bush	Prefer		Bush	Prefer		
	<u>Re-elected</u>	<u>Democrat</u>	<u>Other/DK</u>	<u>Re-elected</u>	<u>Democrat</u>	<u>Other/DK</u>	
	%	%	%	%	%	%	
Total	47	37	16=100	45	43	12=100	+6
Region							
East	39	44	17	36	51	13	+7
Midwest	49	32	19	43	42	15	+10
South	51	35	14	50	40	10	+5
West	44	38	18	45	42	13	+4
Religious Affiliation							
Total White Protestant	59	27	14	59	30	11	+3
- Evangelical	69	21	10	64	25	11	+4
- Non-Evangelical	47	35	18	52	37	11	+2
White Catholic	52	31	17	43	44	13	+13
Secular	26	45	29	30	54	16	+9
Community Size							
Large City	38	47	15	40	51	9	+4
Suburb	47	38	15	43	47	10	+9
Small City/Town	46	35	19	42	43	15	+8
Rural Area	56	28	16	55	31	14	+3
Party ID							
Republican	89	3	8	89	6	5	+3
Democrat	11	76	13	11	78	11	+2
Independent	41	32	27	41	39	20	+7
Party and Ideology							
Conservative Republican	93	2	5	93	2	5	0
Moderate/Liberal Rep.	82	6	12	81	13	6	+7
Conservative/Mod. Dem.	14	74	12	12	74	14	0
Liberal Democrat	4	85	11	7	89	4	+4
Bush Approval							
Approve	75	14	11	76	16	8	+2
Disapprove	2	78	20	3	85	12	+7
Parental Status							
Parent	49	35	16	49	41	10	+6
Non-Parent	45	38	17	42	45	13	+7
Marital Status							
Married	58	29	13	50	37	13	+8
Unmarried	33	46	21	37	52	11	+6
Labor Union							
Union Household	37	43	20	38	45	17	+2
Non-Union Household	48	36	16	46	43	11	+7

BUSH ON ECONOMY AND TERRORISM

	<i>Improving Economic Conditions</i>			<i>Protecting the U.S. from Terrorism</i>			(N)
	Doing as much	Could be	Can't	Doing as much	Could be	Can't	
	<u>as he can</u>	<u>doing more</u>	<u>say</u>	<u>as he can</u>	<u>doing more</u>	<u>say</u>	
	%	%	%	%	%	%	
Total	26	70	4=100	66	30	4=100	(1500)
Sex							
Male	27	70	3	69	27	4	(717)
Female	25	71	4	62	33	5	(783)
Race							
White	28	68	4	70	26	4	(1259)
Non-white	18	79	3	49	44	7	(212)
Black	14	83	3	42	51	7	(133)
Hispanic*	17	80	3	55	44	1	(73)
Race and Sex							
White Men	30	67	3	72	25	3	(590)
White Women	27	69	4	68	28	4	(669)
Age							
Under 30	17	80	3	66	32	2	(254)
30-49	29	69	2	64	33	3	(571)
50-64	26	70	4	70	24	6	(369)
65+	29	63	8	65	27	8	(279)
Sex and Age							
Men under 50	28	70	1	67	30	3	(418)
Women under 50	22	76	2	61	36	3	(407)
Men 50+	25	69	6	74	22	4	(289)
Women 50+	29	65	6	63	28	9	(359)
Education							
College Grad.	26	73	2	69	27	4	(570)
Some College	25	72	3	64	31	5	(366)
High School	26	69	5	64	32	4	(447)
<H.S. Grad.	27	67	6	66	30	4	(106)
Family Income							
\$75,000+	28	71	1	67	30	3	(369)
\$50,000-\$74,999	29	67	4	70	26	4	(239)
\$30,000-\$49,999	26	70	4	70	27	3	(330)
\$20,000-\$29,999	21	75	4	67	29	4	(174)
<\$20,000	24	71	5	55	40	5	(228)

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

Question: In your opinion, is President Bush doing as much as he can to improve economic conditions/protect the U.S. from terrorism or do you think he could be doing more?

Continued on next page...

	<i>Improving Economic Conditions</i>			<i>Protecting the U.S. from Terrorism</i>			(N)
	Doing as much	Could be	Can't	Doing as much	Could be	Can't	
	<u>as he can</u>	<u>doing more</u>	<u>say</u>	<u>as he can</u>	<u>doing more</u>	<u>say</u>	
	%	%	%	%	%	%	
Total	26	70	4=100	66	30	4=100	(1500)
Region							
East	20	74	6	65	32	3	(294)
Midwest	25	71	4	63	32	5	(373)
South	29	67	4	67	30	3	(536)
West	27	72	1	67	26	7	(297)
Religious Affiliation							
Total White Protestant	33	63	4	73	23	4	(682)
- Evangelical	38	57	5	76	20	4	(334)
- Non-Evangelical	27	70	3	69	26	5	(348)
White Catholic	25	71	4	71	28	1	(279)
Secular	22	74	4	62	33	5	(163)
Community Size							
Large City	21	77	2	58	36	6	(294)
Suburb	25	72	4	66	31	3	(372)
Small City/Town	25	71	4	65	31	4	(515)
Rural Area	33	61	6	74	22	4	(291)
Party ID							
Republican	48	47	5	78	18	4	(457)
Democrat	12	85	3	55	39	6	(477)
Independent	21	76	3	69	29	3	(471)
Party and Ideology							
Conservative Republican	57	40	3	84	13	3	(267)
Moderate/Liberal Rep.	33	60	7	69	27	4	(182)
Conservative/Mod. Dem.	13	84	3	56	40	4	(312)
Liberal Democrat	10	86	4	52	39	9	(161)
Bush Approval							
Approve	40	57	3	78	20	2	(810)
Disapprove	7	92	1	48	46	6	(568)
Parental Status							
Parent	28	70	2	64	33	3	(457)
Non-Parent	24	71	5	67	28	5	(1029)
Marital Status							
Married	28	68	4	69	27	4	(815)
Unmarried	23	73	4	62	33	5	(685)
Labor Union							
Union Household	22	71	7	65	29	6	(219)
Non-Union Household	27	70	3	66	30	4	(1255)

PERCENT FOLLOWING EACH NEWS STORY “VERY CLOSELY”

	Current situation <u>in Iraq</u>	Hurricane <u>Isabel</u>	High gas prices	Condition of <u>economy</u>	Electric Blackout in North <u>East</u>	10 Comm. controversy <u>in AL</u> *	Mid- East <u>Violence</u>	CA Recall <u>Election</u>	North Korea’s Nuclear <u>Program</u>	Dem Pres. <u>Nom.</u> *
	%	%	%	%	%	%	%	%	%	%
Total	50	47	45	39	33	32	31	19	19	17
Sex										
Male	50	42	45	42	31	29	32	21	24	17
Female	49	51	45	36	36	36	31	18	15	16
Race										
White	49	46	43	37	31	33	30	20	20	15
Non-white	50	56	54	46	45	32	33	16	16	25
Race and Sex										
White Men	50	41	40	40	29	28	29	22	25	15
White Women	49	50	46	35	33	37	32	19	16	15
Age										
Under 30	41	34	40	16	26	21	28	14	16	8
30-49	48	50	43	43	35	29	29	17	20	17
50-64	55	45	46	47	32	38	34	24	20	19
65+	57	59	52	49	42	48	36	27	20	24
Education										
College Grad.	50	44	35	43	35	28	38	25	19	18
Some College	51	45	47	39	31	33	37	23	24	16
H.S. Grad or Less	48	50	49	37	34	35	25	15	17	16
Region										
East	52	56	45	40	43	24	32	13	23	21
Midwest	50	39	34	40	32	30	23	10	17	13
South	49	58	50	38	34	43	34	18	18	17
West	48	30	48	38	24	26	34	37	21	16
Party ID										
Republican	48	45	42	33	30	42	29	22	17	11
Democrat	52	55	46	48	41	31	31	20	17	27
Independent	51	41	45	35	28	26	32	20	25	13

Question: Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely?

* These items were asked of the full sample; all other items were split-form

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
SEPTEMBER 2003 NEWS INTEREST INDEX
FINAL TOPLINE
September 17 - 22, 2003
N=1,500

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>	<u>Disapprove</u>	<u>Don't know</u>
September, 2003	55	36	9=100
Mid-August, 2003	56	32	12=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
December, 2002	61	28	11=100
Late October, 2002	59	29	12=100
Early October, 2002	61	30	9=100
Mid-September, 2002	67	22	11=100
Early September, 2002	63	26	11=100
Late August, 2002	60	27	13=100
August, 2002	67	21	12=100
Late July, 2002	65	25	10=100
July, 2002	67	21	12=100
June, 2002	70	20	10=100
April, 2002	69	18	13=100
Early April, 2002	74	16	10=100
February, 2002	78	13	9=100
January, 2002	80	11	9=100
Mid-November, 2001	84	9	7=100
Early October, 2001	84	8	8=100
Late September, 2001	86	7	7=100
Mid-September, 2001	80	9	11=100
Early September, 2001	51	34	15=100
August, 2001	50	32	18=100
July, 2001	51	32	17=100
June, 2001	50	33	17=100
May, 2001	53	32	15=100
April, 2001	56	27	17=100
March, 2001	55	25	20=100
February, 2001	53	21	26=100

IF APPROVE OR DISAPPROVE (1,2 IN Q.1) ASK:

Q.2 Do you (approve/disapprove) very strongly, or not so strongly?

		<u>June 2002</u>	<u>April 2001</u>
55	Approve	70	56
35	Very strongly	46	34
18	Not so strongly	21	20
2	Don't know	3	2
36	Disapprove	20	27
27	Very strongly	8	18
9	Not so strongly	12	9
*	Don't know	0	*
<u>9</u>	Don't know/Refused	<u>10</u>	<u>17</u>
100		100	100

Q.3 Now I will read a list of some stories covered by news organizations this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all closely. [INSERT ITEM; RANDOMIZE. OBSERVE FORM SPLITS]

SUMMARY TABLE:		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/Ref</u>
g.	News about the current situation in Iraq	50	33	10	6	1=100
h.	Hurricane Isabel	47	28	15	10	*=100
d.	The high price of gasoline these days	45	27	15	11	1=100
i.	Reports about the condition of the U.S. economy	39	30	18	12	1=100
j.	The electricity blackout that affected much of the Northeast	33	35	21	10	1=100
a.	The removal of a monument of the Ten Commandments ...	32	29	19	19	1=100
f.	Continued violence in the Middle East /Palestinians & Israel	31	36	20	13	*=100
e.	North Korea's nuclear weapons program	19	32	27	21	1=100
c.	The California recall election	19	28	28	24	1=100
b.	The race for the Democratic presidential nomination	17	25	30	27	1=100

TRENDS:		<u>Very Closely</u>	<u>Fairly Closely</u>	<u>Not too Closely</u>	<u>Not at all Closely</u>	<u>DK/Ref</u>
a.	The removal of a monument of the Ten Commandments from an Alabama courthouse	32	29	19	19	1=100
b.	The race for the Democratic presidential nomination	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 ¹	14	28	29	28	1=100
	December, 1999	16	36	24	23	1=100
	October, 1999	17	32	28	22	1=100
	September, 1999	15	31	33	20	1=100
	July, 1999	15	38	24	22	1=100
	June, 1999	11	25	29	34	1=100
	September, 1995	12	36	30	22	*=100
	August, 1995	13	34	28	25	*=100
	June, 1995	11	31	31	26	1=100
	December, 1991	10	28	32	30	*=100
	October, 1991	12	26	31	29	2=100
	November, 1987	15	28	35	21	1=100
	September, 1987	14	34	37	14	1=100

¹ In January 2003, the story was listed as "Recent announcements by prominent Democrats about plans to run for president in 2004." In 1999, the story was listed as "News about candidates for the 2000 presidential election." In 1995, the story was listed as "News about the Republican presidential candidates." In September 1987, the story was listed as "Coverage of the Democratic and Republican candidates for the presidential nomination."

Q.3 CONTINUED...

		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
FORM 1 ONLY [N=757]:						
c.F1	The California recall election	19	28	28	24	1=100
	Mid-August, 2003	15	25	24	35	1=100
d.F1	The high price of gasoline these days	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 ²	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.F1	North Korea's nuclear weapons program	19	32	27	21	1=100
	May, 2003	27	40	22	11	*=100
	March, 2003	34	34	19	12	1=100
	February, 2003	33	34	18	13	2=100
	January, 2003	33	34	18	14	1=100
	Late October, 2002 ³	25	31	23	20	1=100
	June, 1994	27	33	26	14	*=100
f.F1	Continued violence in the Middle East between the Palestinians and the Israelis	31	36	20	13	*=100
	Early July, 2003	26	40	20	13	1=100
	December, 2002	29	36	22	12	1=100
	Early October, 2002	32	39	20	8	1=100
	June, 2002	38	33	18	10	1=100
	April, 2002	38	37	14	10	1=100
	Early April, 2002	44	33	13	9	1=100
	December, 2001	31	40	19	9	1=100
	Early September, 2001	21	33	25	20	1=100
	April, 2001 ⁴	22	34	24	19	1=100
	Mid-October, 2000	30	38	18	13	1=100
	Early October, 2000	21	30	27	21	1=100
	January, 1997	12	23	29	35	1=100
	October, 1996	17	34	26	23	*=100
	May, 1988	18	37	34	9	2=100

² In August 1990 through June 2000 the question was worded "Recent increases in the price of gasoline."

³ In Late October 2002 the story was listed as "North Korea's admission that it has been secretly developing nuclear weapons." In June 1994 the story was listed as "Reports about North Korea's building of nuclear weapons and refusal to allow UN inspections."

⁴ In April 2001 the story was listed as "Continued violence in the Middle East." In Mid-October 2000 the story was listed as "Continued violence in the Middle East between the Palestinians and the Israelis." In Early October 2000 the story was listed as "Renewed violence in the Middle East between the Palestinians and the Israelis." In January 1997 the story was listed as "Renewed tensions between Israelis and Palestinians over Hebron." In October 1996 the story was listed as "Renewed violence between Israelis & Palestinians on the West Bank and in Jerusalem." In May 1988 the story was listed as "The conflict in the Middle East between the Palestinians and the Israelis in the occupied territories."

Q.3 CONTINUED...

FORM 2 ONLY [N=743]:

		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
g.F2	News about the current situation in Iraq	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 ⁵	47	40	10	2	1=100
	April 2-7, 2003	54	34	9	2	1=100
	March 20-24, 2003	57	33	7	2	1=100
	March 13-16, 2003 ⁶	62	27	6	4	1=100
	February, 2003	62	25	8	4	1=100
	January, 2003	55	29	10	4	2=100
	December, 2002	51	32	10	6	1=100
	Late October, 2002	53	33	8	5	1=100
	Early October, 2002	60	28	6	5	1=100
	Early September, 2002	48	29	15	6	2=100
h.F2	Hurricane Isabel	47	28	15	10	*=100
i.F2	Reports about the condition of the U.S. economy	39	30	18	12	1=100
	March, 2003	40	35	16	8	1=100
	February, 2003	42	33	15	10	*=100
	January, 2003	40	35	13	11	1=100
	December, 2002	38	34	17	10	1=100
	February, 2002	35	40	15	9	1=100
	January, 2002	30	44	16	9	1=100
	December, 2001	37	40	13	8	2=100
	Mid-November, 2001	41	36	15	7	1=100
	June, 2001	24	41	18	16	1=100
	May, 2001	34	36	15	15	0=100
	April, 2001	36	34	16	13	1=100
	February, 2001	30	39	18	12	1=100
	January, 2001	32	38	17	11	2=100
	June, 1995	26	41	22	11	*=100
	March, 1995	27	45	19	9	*=100
	February, 1995	23	41	22	13	1=100
	December, 1994	28	43	20	9	*=100
	October, 1994	27	40	20	12	1=100
	June, 1994	25	42	23	10	*=100
	May, 1994	33	40	16	10	1=100
	January, 1994	34	39	16	10	1=100
	Early January, 1994	36	44	13	7	*=100
	December, 1993	35	41	15	8	1=100
	October, 1993	33	38	20	9	*=100
	September, 1993	37	40	14	8	1=100
	Early September, 1993	39	39	14	9	*=100
	August, 1993	41	36	14	9	*=100
	May, 1993	37	38	18	6	1=100

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

⁶ From October 2002 to March 13-16, 2003 the story was listed as "Debate over the possibility that the U.S. will take military action in Iraq." In Early September 2002 the story was listed as "Debate over the possibility that the U.S. will invade Iraq."

Q.3 CONTINUED...

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	<u>DK/Ref</u>
February, 1993	49	36	10	5	*=100
January, 1993	42	39	12	7	*=100
September, 1992	43	37	13	6	*=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
Early January, 1991	36	40	16	7	1=100
j.F2 The electricity blackout that affected much of the Northeast	33	35	21	10	1=100

ASK ALL:

Now thinking about President Bush...

Q.4 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	43	48	9=100
February, 2003	43	48	9=100
January, 2003	47	45	8=100
Early October, 2002	49	40	11=100
June, 2002	53	36	11=100
January, 2002	60	28	12=100
Early September, 2001	47	44	9=100
February, 2001	50	22	28=100
Clinton: Early September, 1998	71	23	6=100
Clinton: September, 1997	60	34	6=100
Clinton: January, 1996	50	42	8=100
Clinton: June, 1995	46	46	8=100
Clinton: October, 1994	45	46	9=100
Clinton: July, 1994	38	56	6=100
Bush, Sr.: August, 1990	40	52	8=100
Bush, Sr.: May, 1990	42	47	11=100
b. The situation in Iraq	52	40	8=100
April 10-16, 2003 ⁷	77	17	6=100
April 8-9, 2003	71	23	6=100
--April 9, 2003	76	18	6=100
--April 8, 2003	65	28	7=100
April 2-7, 2003	73	21	6=100
March 28-April 1, 2003	69	26	5=100
March 25-27, 2003	73	23	4=100
March 23-24, 2003	72	22	6=100
March 20-22, 2003	70	23	7=100
February, 2003	56	37	7=100
January, 2003	56	36	8=100
Early October, 2002	56	34	10=100
Gallup: Late January, 1991	84	11	5=100

⁷

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.4 CONTINUED...

		<u>Approve</u>	<u>Disapprove</u>	<u>DK/Ref.</u>
c.	Terrorist threats	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 ⁸	85	6	9=100
	Clinton: Early September, 1998	72	20	8=100
d.	Health care policy	33	46	21=100
	June, 2002	37	46	17=100
	Clinton: July, 1994	39	54	7=100

Q.5 Right now, which is more important for President Bush to focus on ... the economy or the war on terrorism?

		<u>August</u>	<u>April</u>	<u>Jan</u>	<u>Early</u>	<u>Late</u>
		<u>2003</u>	<u>2003⁹</u>	<u>2003</u>	<u>Oct</u>	<u>Aug</u>
		<u>2002</u>	<u>2002</u>	<u>2002</u>	<u>2002</u>	<u>2002</u>
50	The economy	57	36	38	36	39
32	The war on terrorism	27	42	43	45	34
*	Neither (VOL)	*	1	*	*	2
15	Both (VOL)	13	19	17	17	22
<u>3</u>	Don't know/Refused (VOL)	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>3</u>
100		100	100	100	100	100

NO Q.6 THRU Q.9

⁸ 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?"

⁹ In April 2003, the question was worded: "... the economy or the situation in Iraq?"

Q.10 Looking ahead, would you like to see George W. Bush re-elected president in 2004 or would you prefer that a Democratic candidate win the election? [INTERVIEWER: IF R SAYS "OTHER" OR "SOMEONE ELSE," PROBE ONCE: "If you had to choose, would you like to see George W. Bush re-elected or would you prefer that a Democratic candidate win the election?"]

	----- Total -----			----- Registered Voters -----			
	Bush Re-elected	Prefer Democrat	Other/ DK	Bush Re-elected	Prefer Democrat	Other/ DK	
September, 2003	44	43	13=100	45	43	12=100	(N=1174)
August, 2003	40	39	21=100	43	38	19=100	
Mid-July, 2003	45	37	18=100	47	37	16=100	
April, 2003	46	35	19=100	48	34	18=100	
Late March, 2003 ¹⁰ (Gallup)	51	36	13=100	51	36	13=100	
Mid-March, 2003 (Gallup)	45	42	13=100	45	42	13=100	
February, 1992	40	48	12=100	39	49	12=100	
January, 1992	42	42	16=100	41	45	14=100	
November, 1991	41	43	16=100	41	44	15=100	

IF "BUSH" (1 IN Q.10) ASK:

Q.11 Have you pretty much made up your mind that you are going to support George W. Bush or is there a chance you might you support a Democratic candidate?

	----- Total -----			----- Registered Voters -----		
	Made up mind to support Bush	Might support a Democrat candidate	Can't Say	Made up mind to support Bush	Might support a Democrat candidate	Can't Say
September, 2003	31	9	4=44	33	9	3=45

IF "DEMOCRATIC CANDIDATE" (2 IN Q.10) ASK:

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

	----- Total -----			----- Registered Voters -----		
	Made up mind to support a Democratic candidate	Might support Bush	Can't Say	Made up mind to support a Democratic candidate	Might support Bush	Can't Say
September, 2003	29	8	6=43	30	8	5=43

FORM 1 ONLY:

Q.13F1 Regardless of who you might support, who do you think is most likely to win the coming presidential election? [READ]

BASED ON REGISTERED VOTERS [N=592]:

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

¹⁰ The March 2003 trends are from Gallup and were worded: "If George W. Bush runs for re-election in 2004, in general are you more likely to vote for Bush or for the Democratic Party's candidate for president?"

ASK ALL:

Q.14 Overall, what's your impression of the candidates running for the Democratic presidential nomination? AS A GROUP, would you say they are excellent candidates, good candidates, fair candidates or poor candidates?

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

Q.15 Can you tell me the names of any candidates planning to run for the Democratic nomination for President in 2004? ... Can you think of any others? **[PROBE FOR MULTIPLE RESPONSES, INCLUDING MULTIPLE "OTHERS" IN ADDITION TO PRECODES: IF RESPONDENT MENTIONS A NAME BUT VOLUNTEERS THAT THE PERSON IS NOT PLANNING TO RUN, DO NOT CODE NAME; IF RESPONDENT MAKES DISTINCTIONS BETWEEN CANDIDATES THEY LIKE OR DISLIKE, OR SAYS "I don't like/won't vote for any of them" PROBE WITH "This question is only which candidates you've HEARD OF, not which candidates you like."]**

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

Q.16 Next, I'm going to read you a list of some people who have been in the news lately. Not everyone will have heard of them. For each one that I name, please tell me whether or not you have heard of this person. First, **(INSERT NAME; RANDOMIZE; IF NAME CHECKED IN Q.15 READ: "You mentioned (NAME) already ...")**, have you heard of this person or not?

(IF HAVE HEARD OF NAME CHECKED IN Q.15, ASK)

How much of a chance is there that you would vote for **(INSERT NAME)** if (he/she) is a candidate for president in 2004 — is there a good chance, some chance, or no chance?

BASED ON REGISTERED VOTERS [N=1174]:

Based on Those Who Have Heard

		Have Heard	Have not Heard	DK/ Ref.	Good Chance	Some Chance	No Chance	DK/ Ref.	(N)
a.	George W. Bush	99	0	1=100	44	20	35	1=100	(1169)
	August, 2003	99	*	1=100	43	17	38	2=100	
	Early July, 2003	99	*	1=100	44	19	35	2=100	
	August, 1999	98	2	*=100	40	30	27	3=100	
	June, 1999	96	4	*=100	34	35	27	4=100	
	May, 1999	95	4	1=100	34	34	28	4=100	
	February, 1999	95	5	*=100	32	36	27	5=100	
b.	John Kerry	63	35	2=100	16	33	44	7=100	(800)
	August, 2003	62	37	1=100	13	34	43	10=100	
	Early July, 2003	58	42	*=100	13	29	46	12=100	
	May, 1999 ¹¹	52	46	2=100	8	37	44	11=100	
	February, 1999	38	61	1=100	8	37	48	7=100	
c.	Dick Gephardt	74	25	1=100	13	34	48	5=100	(936)
	August, 2003	77	22	1=100	12	33	46	9=100	
	Early July, 2003	75	25	*=100	9	36	46	9=100	
d.	Howard Dean	56	43	1=100	17	29	46	8=100	(719)
	August, 2003	46	54	*=100	13	28	46	13=100	
	Early July, 2003	37	63	*=100	9	23	57	11=100	
e.	John Edwards	46	53	1=100	10	33	49	8=100	(579)
	August, 2003	45	54	1=100	8	33	47	12=100	
	Early July, 2003	39	60	1=100	7	29	53	11=100	
f.	Carol Moseley Braun	44	55	1=100	10	21	60	9=100	(546)
	August, 2003	41	59	*=100	9	24	57	10=100	
	Early July, 2003	36	64	*=100	10	19	63	8=100	
g.	Dennis Kucinich	21	78	1=100	6	22	61	11=100	(288)
	August, 2003	23	77	*=100	8	20	57	15=100	
	Early July, 2003	18	82	*=100	7	20	60	13=100	
h.	Bob Graham	55	44	1=100	9	26	57	8=100	(689)
	August, 2003	60	39	1=100	9	29	51	11=100	
	Early July, 2003	56	43	1=100	8	25	57	10=100	
i.	Joe Lieberman	85	14	1=100	17	33	44	6=100	(1031)
	August, 2003	86	13	1=100	13	37	43	7=100	
	Early July, 2003	83	16	1=100	13	32	47	8=100	
j.	Al Sharpton	71	28	1=100	5	16	73	6=100	(869)
	August, 2003	68	32	*=100	5	14	75	6=100	
	Early July, 2003	66	34	*=100	5	12	77	6=100	
k.	Wesley Clark	47	51	2=100	19	34	37	10=100	(613)

¹¹ In May 1999 he was identified as "Senator John Kerry of Massachusetts."

NO Q.17

ASK ALL:

Thinking about the upcoming presidential campaigns...

Q.18 What one ISSUE would you most like to hear presidential candidates talk about? [OPEN ENDED; MAY ACCEPT UP TO THREE MENTIONS]

		<u>June</u> <u>2000</u>	<u>July</u> <u>1999</u>	<u>Sep</u> <u>1996</u>	<u>Oct</u> <u>1995</u>	<u>Oct</u> <u>1991</u>
45	Economy	11	4	13	14	43
18	Health care reform/Health care in general	11	18	14	20	8
15	Terrorism / Protecting the nation	-	-	-	-	-
11	Iraq / The war	-	-	-	-	-
5	Education/Education reform	12	9	11	6	11
4	The job situation/Unemployment	2	2	8	6	15
2	Social Security	10	14	-	-	4
2	Foreign Policy	6	6	4	5	-
2	Taxes	7	9	16	8	6
1	Federal budget/Budget deficit/National debt	2	8	10	14	8
1	Moral issues/Ethics	3	6	5	8	-
1	Medicare/Senior citizens/Elderly	3	11	-	-	-
1	Poverty/Homelessness	2	-	-	-	8
1	Abortion	3	1	4	-	10
7	Other issues					
8	Don't know/Refused	16	13	8	9	13

FORM 1 ONLY [N=757]:

Q.19F1 Which of the following types of experience do you think better prepares someone to be president? (READ)

		<u>Dec</u> <u>1999</u>	<u>Sept</u> <u>1987</u>
30	Serving as a state's governor and gaining experience as the head of an administration, OR	20	22
52	Serving as a U.S. Senator or member of congress and gaining experience in Washington and in foreign policy?	56	66
8	Both equal (VOL - DO NOT READ)	17	6
<u>10</u>	Don't know/Refused (VOL - DO NOT READ)	<u>7</u>	<u>6</u>
100		100	100

FORM 2 ONLY [N=743]:

Q.20F2 Which of the following types of experience do you think BEST prepares someone to be president? Serving as...[READ AND RANDOMIZE; ACCEPT ONLY ONE ANSWER]

35	A governor
27	A member of congress
10	A general or admiral [or serving as a...]
15	A business executive
2	Other (VOL. - DO NOT READ)
2	None (VOL. - DO NOT READ)
<u>9</u>	Don't know/Refused (VOL. - DO NOT READ)
100	

NO Q.21 THRU Q.22

Now a few questions about the office of the presidency...

Q.23 Next, I'm going to read you a list of personal characteristics or qualities. If "5" represents an ABSOLUTELY ESSENTIAL quality in a president and "1" a quality that is NOT TOO IMPORTANT, where on this scale of 5 to 1 would you rate... (INSERT ITEM: RANDOMIZE ITEMS a THRU k WITH I LAST; OBSERVE FORM SPLITS)

		<i>Absolutely Essential</i>		<i>Not Too Important</i>	
FORM 1 ONLY [N=757]:		<u>(5)</u>	<u>(4)</u>	<u>(1-3)</u>	<u>DK/Ref</u>
a.F1	Sound judgment in crisis	76	10	11	3=100
	August, 1999	78	12	9	1=100
	October, 1995	76	12	10	2=100
b.F1	High ethical standards	67	15	14	4=100
	August, 1999	63	19	17	1=100
	October, 1995	67	18	13	2=100
c.F1	Compassion for the average citizen	63	21	14	2=100
	August, 1999	63	20	16	1=100
	October, 1995	64	19	16	1=100
d.F1	Willingness to compromise	38	29	31	2=100
	August, 1999	33	29	36	2=100
	October, 1995	34	29	35	2=100
e.F1	Experience in public office	37	28	33	2=100
	August, 1999	38	27	34	1=100
	October, 1995	30	23	46	1=100
f.F1	Saying what one believes, even if unpopular	56	18	22	4=100
	August, 1999	57	21	20	2=100
	October, 1995	59	21	18	2=100
FORM 2 ONLY [N=743]:					
g.F2	Experience in Washington	32	24	41	3=100
	August, 1999	27	23	49	1=100
	October, 1995	21	23	54	2=100
h.F2	Forcefulness and decisiveness	49	28	20	3=100
	August, 1999	46	31	21	2=100
	October, 1995	50	30	18	2=100
i.F2	Political savvy and know-how	36	31	30	3=100
	October, 1995	31	26	41	2=100
j.F2	Having consistent positions on issues	52	25	20	3=100
	August, 1999	50	28	20	2=100
	October, 1995	51	28	19	2=100
k.F2	Loyalty to one's party	30	16	52	2=100
	August, 1999	33	14	52	1=100
	October, 1995	25	15	58	2=100
l.F2	Military experience	16	20	62	2=100

Thinking about your own personal finances...

Q.24 How would you rate your own personal financial situation? Would you say you are in excellent shape, good shape, only fair shape or poor shape?

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	Don't Know/ <u>Refused</u>
September, 2003	10	38	36	15	1=100
Late March, 2003	10	43	31	12	4=100
January, 2003	7	38	39	15	1=100
Early October, 2002	7	39	37	16	1=100
June, 2002	5	40	37	16	2=100
Late September, 2001	7	40	37	14	2=100
June, 2001	6	38	39	16	1=100
June, 2000	9	43	35	11	2=100
August, 1999	6	43	41	9	1=100
May, 1997	7	43	38	11	1=100
September, 1996 (RVs)	8	47	34	10	1=100
February, 1995	8	39	38	14	1=100
March, 1994	5	41	40	13	1=100
December, 1993	5	34	45	15	1=100
January, 1993*	4	33	46	16	1=100
October, 1992*	6	34	40	19	1=100
August, 1992*	5	30	47	17	1=100
May, 1992*	4	35	45	15	1=100
January, 1992*	4	32	45	18	1=100

* U.S. News & World Report

Q.25 Over the course of the next year, do you think the financial situation of you and your family will improve a lot, improve some, get a little worse or get a lot worse?

	<u>Improve A lot</u>	<u>Improve Some</u>	<u>Get a Little Worse</u>	<u>Get a lot Worse</u>	Stay the Same <u>(VOL.)</u>	Don't Know/ <u>Refused</u>
September, 2003	11	53	15	4	14	3=100
Late March, 2003	12	51	15	4	11	7=100
January, 2003	9	51	18	5	13	4=100
Early October, 2002	10	54	13	5	12	6=100
June, 2002	11	55	15	4	11	4=100
January, 2002	12	53	15	5	11	4=100
Late September, 2001	9	46	16	4	17	8=100
June, 2001	11	52	15	4	14	4=100
January, 2001	11	46	18	9	12	4=100
January, 1999	17	55	7	3	14	4=100
May, 1997	12	56	10	2	17	3=100
February, 1995	11	53	13	3	17	3=100
March, 1994	10	57	11	3	16	3=100
October, 1992*	9	51	14	3	15	8=100
August, 1992*	6	50	20	5	14	5=100
May, 1992*	8	49	22	4	13	4=100
January, 1992*	9	46	19	5	16	5=100

* U.S. News & World Report

Q.26 A year from now, do you expect that economic conditions in the country as a whole will be better than they are at present, or worse, or just about the same as now?

	<u>Better</u>	<u>Worse</u>	<u>Same</u>	Don't Know/ <u>Refused</u>
September, 2003	37	17	43	3=100
May, 2003	43	19	35	3=100
Late March, 2003	33	23	37	7=100
January, 2003	30	20	44	6=100
Early October, 2002	34	18	42	6=100
June, 2002	30	20	46	4=100
January, 2002	44	17	36	3=100
January, 2001*	18	33	44	5=100
June, 2000	15	24	55	6=100
Early October, 1998 (RVs)	16	22	57	5=100
Early September, 1998	18	17	61	4=100
May, 1990	18	31	45	6=100
February, 1989	25	22	49	4=100
September, 1988 (RVs)	24	16	51	9=100
May, 1988	24	20	46	10=100
January, 1988	22	26	45	7=100
January, 1984* (RVs)	35	13	49	3=100

* *Newsweek*

ROTATE Q.27 AND Q.28

Q.27 In your opinion, is President Bush doing as much as he can to improve economic conditions or do you think he could be doing more?

	Early July <u>2003</u>	May May <u>2003</u>	Late March <u>2003</u>	Jan Jan <u>2003</u>	Early Oct Early Oct <u>2002</u>	June June <u>2002</u>	Jan Jan <u>2002</u>	-- Bush, Sr. -- March Jan <u>1992</u> <u>1992</u>	
26 Doing as much as he can	33	42	41	33	31	33	48	21	21
70 Could be doing more	62	53	52	61	63	62	46	76	76
<u>4</u> Can't say	<u>5</u>	<u>5</u>	<u>7</u>	<u>6</u>	<u>6</u>	<u>5</u>	<u>6</u>	<u>3</u>	<u>3</u>
100	100	100	100	100	100	100	100	100	100

Q.28 In your opinion, is President Bush doing as much as he can to protect the U.S. from terrorism or do you think he could be doing more?

66	Doing as much as he can
30	Could be doing more
<u>4</u>	Can't Say/Don't know/Refused (VOL.)
100	

FORM 1 ONLY [N=757]:

Q.29F1 As I read some pairs of opposite phrases, tell me which one best reflects your impression of George W. Bush so far. (First,) does George W. Bush impress you as... [INSERT ITEM; RANDOMIZE]

			Feb <u>2001</u>	Oct <u>1999</u>
a.F1	62	Trustworthy, or	60	63
	32	NOT trustworthy	28	29
	2	Neither particularly (VOL)	4	2
	<u>4</u>	Don't know/Refused	<u>8</u>	<u>6</u>
	100		100	100
b.F1	70	Warm and friendly, or	67	
	23	Cold and aloof	21	
	3	Neither particularly (VOL)	6	
	<u>4</u>	Don't know/Refused	<u>6</u>	
	100		100	
c.F1	68	Able to get things done, or	60	
	26	NOT able to get things done	18	
	3	Neither particularly (VOL)	7	
	<u>3</u>	Don't know/Refused	<u>15</u>	
	100		100	
d.F1	59	Well informed, or	62	
	36	NOT well informed	27	
	*	Neither particularly (VOL)	4	
	<u>5</u>	Don't know/Refused	<u>7</u>	
	100		100	
			April <u>2001</u>	Feb <u>2001</u>
e.F1	9	Liberal,	8	7
	33	Middle of the road or	37	39
	51	Conservative	46	44
	1	Neither particularly (VOL)	3	2
	<u>5</u>	Don't know/Refused	<u>6</u>	<u>8</u>
	100		100	100
				Oct <u>1999</u>
f.F1	56	Cares about people like me, or		54
	38	DOESN'T care about people like me		37
	2	Neither particularly (VOLUNTEERED)		2
	<u>4</u>	Don't know/Refused		<u>7</u>
	100			100
g.F1	68	A strong leader, or		68
	29	NOT a strong leader		24
	1	Neither particularly (VOLUNTEERED)		3
	<u>2</u>	Don't know/Refused		<u>5</u>
	100			100