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NEWS RELEASE

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FOR FURTHER INFORMATION

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Swing Voters Criticize Bush on Economy, Support Him on Iraq THREE-IN-TEN VOTERS OPEN TO PERSUASION

Heading into an eight-month marathon to Election Day, President Bush and Sen. John Kerry already command strong support from their respective parties and will now try to win over those in the middle – the estimated three-in-ten voters who have not yet fully committed to either candidate. Overall, 38% of voters support Kerry and say they have definitely decided *not* to vote for Bush. A third of voters support Bush and say there is no chance they will vote for Kerry.

The remaining portion of the electorate (29% of all voters) have either expressed a preference for one of the candidates yet say they still could change their mind, or are truly undecided. Most of these swing voters have expressed a preference – 13% favor Bush, 10% Kerry – though they are still open to the possibility of changing their mind. Just 6% of voters are firmly on the fence at this early stage of the campaign.

The latest Pew Research Center national survey, conducted Feb. 24-29, shows Kerry with a slight edge in a head-to-head match up with Bush (48%-44%). The results of this survey were combined with poll conducted earlier in February (Feb. 11-16) as a way of determining the size and composition of the swing vote.

Electorate Divid Three-in-ten Uncon	,					
Registered voters Committed to Bush Committed to Kerry Swing voters Favor Bush Favor Kerry Pure undecided	Total % 33 38 29 13 10 6 100					
Based on 1,898 registered voters in two surveys conducted February 11-16 and February 24-29.						

As might be expected, a relatively large percentage of swing voters are independents (39%), but a majority identify with one of the two parties (27% Republican/25% Democrat). Nearly half (48%) describe themselves as moderates, but roughly a third identify themselves as conservatives (34%). A majority of swing voters are women (55%). (see profile pg. 4)

Swing Voters on the Candidates, Issues

A majority of swing voters (55%) approve of President Bush's job performance and most take a favorable view personally of both candidates (75% favorable for Kerry, 70% for Bush). They also have a generally positive opinion of both political parties (64% Republican/61% Democrat).

When it comes to the issues, swing voters tend to side with Kerry's supporters in their economic perceptions and attitudes, but they agree with Bush's supporters on Iraq and the war on terrorism. Just 20% of swing voters rate the nation's economy as excellent or good, while 79% rate it as only fair or poor. They share this view with Kerry supporters, 88% of whom rate the economy in relatively negative terms. Most Bush supporters (66%) say the economy is doing well.

Bush supporters are twice as likely as either Kerry supporters or swing voters to believe the economy will improve over the next year (60% vs. 32% and 29%). Pluralities of Kerry supporters and swing voters expect the economy to remain the same over the next year.

And fully two-thirds of swing voters (68%) say President Bush could be doing more to improve economic conditions, while 26% say he is doing all he can. While not as critical of the president as Kerry backers (91% of whom say the president could be doing more), most Bush backers take the opposite view.

On policies on Iraq and the war on terror, however, swing voters tend to agree with the president's decisions. By two-to-one (61% to 29%) swing voters say taking military action in Iraq was the right decision. Not surprisingly, Bush backers almost unanimously (92%) support the war, while Kerry backers oppose the war by

Swing Voters View Candidates and Parties Evenly

Bush job Approve Disapprove Don't know	Bush % 97 2 1	Kerry % 5 92 3	Swing voters % 55 28 17
Favorable view of: Bush Kerry Republican Party	99 26 93	100 8 95 15	100 70 75 64
Democratic Party	27	88	61

Based on 1,149 Registered voters surveyed February 11-16.

Swing Voters Pessimistic About Economy

Nation's economy Excellent/Good Only fair/Poor Don't know		itted to Kerry % 11 88 1 100	Swing <u>voters</u> % 20 79 1 100
Economy over			
next year			
Better	60	32	29
Worse	4	16	12
Same	32	42	48
Don't know	<u>4</u> 100	10 100	<u>11</u> 100
Bush & economy			
Doing all he can	67	5	26
Could do more	30	91	68
Don't know	<u>3</u>	<u>4</u>	<u>6</u>
	100	100	100
Jobs in your area			
Plenty available	50	14	29
Hard to find	41	76	58
Mixed/DK	<u>9</u>	<u>10</u>	<u>13</u>
	100	100	100

Based on 749 registered voters surveyed February 24-29.

a 70% to 25% margin. And similarly, most swing voters, along with Bush backers, say the war in Iraq helped in the broader war on terrorism. Kerry supporters tend to take the opposite view.

Divided Over Social Issues

On two of three social and cultural issues that have played important roles in past presidential elections – abortion and gun control – swing voters fall somewhat closer to Kerry supporters than to Bush supporters. But on the social issue that looms large in this fall's contest – gay marriage – swing voters fall in between.

A majority of those who are committed to supporting Bush (56%) say they favor changing the laws to make it harder for a woman to obtain an abortion. By contrast, just 23% of committed Kerry supporters feel this way. Swing voters side with Kerry voters on this issue – just 33% favor toughening restrictions on abortion. Similarly, a majority of Bush supporters (56%) say it is more important to protect the rights of gun owners than to control gun ownership. Only 26% of Kerry voters agree, and swing voters (at 37% agreement) fall closer to Kerry supporters than to Bush supporters.

On the issue of gay marriage, however, half or more of all three groups of voters say they oppose allowing gays and lesbians to marry legally. Bush voters are nearly united in opposition to gay marriage, with 82% opposed. Half of Kerry voters oppose gay marriage. Swing voters fall between these two groups, with 64% opposed – 18 percentage points less than Bush voters, 14 percentage points more than Kerry voters.

Swing Voters Support Iraq, War on Terrorism

War in Iraq Right decision Wrong decision Don't know	00	itted to Kerry % 25 70 5 100	Swing voters % 61 29 10 100
Iraq's effect on war on terrorism Helped Hurt No effect (Vol.) Don't know	88 8 1 3 100	30 56 8 <u>6</u>	62 23 4 11

Based on registered voters surveyed February 11-16 and February 24-29.

Swing Voters Divided on Wedge Issues

	Commi	itted to	Swing
More restrictions	Bush	Kerry	voters
on abortion	%	%	%
Favor	56	23	33
Oppose	41	73	58
DK	<u>3</u>	<u>4</u>	9
	100	100	100
Gay marriage			
Favor	14	43	27
Oppose	82	50	64
DK	<u>4</u>	<u>7</u>	<u>9</u>
	100	100	100
Gun ownership			
Protect rights	56	26	37
Control ownership	41	68	57
DK	<u>3</u>	<u>6</u>	<u>6</u>
	100	100	100

Based on 749 registered voters surveyed February 24-29.

2004 Presidential Voter Profile											
Committed to Swing											
	Bush		<u>Voter</u>								
To a 1 William Down a con-	%	%	%								
Total White Protestant	62	40	45								
-Evangelical Protestant		26	22								
-Mainline Protestant	39	14	23								
Wh. Non-Hisp. Catholic		16	18								
Secular	5	10	11								
Other	<u>15</u>	<u>34</u>	<u>26</u>								
	100	100	100								
Attend Church											
More than once a week	23	12	17								
Once a week	30	25	25								
1 to 2 times per month	14	17	17								
Few times a year	13	21	17								
Seldom or never	20	25	24								
Scidoni of fiever	20	23	24								
Union household	12	18	14								
Non-union household	88	82	86								
Men 18-49	28	21	25								
Women 18-49	23	31	30								
Men 50+	26	21	20								
Women 50+	23	27	25								
Northeast	17	23	19								
Midwest	24	25 25	24								
South	38	31	39								
West	30 21	21	39 18								
VV CSI	∠1	21	10								
Urban	24	29	28								
Suburban	54	49	47								
Rural	22	22	25								
1.0.01											

2004 Presidential Voter Profile							
		Committed to Bush Kerry					
	%	%	%				
Male	54	42	45				
Female	46	<u>58</u>	<u>55</u>				
	100	100	100				
18-29	9	16	17				
30-49	42	36	38				
50-64	29	24	26				
65+	20	23	17				
College Grad	32	31	26				
Some College	40	33	37				
High School Grad	21	24	23				
Less than H.S.	7	12	13				
\$75,000+	28	22	20				
\$50K - \$75K	20	15	13				
\$30K - \$50K	24	22	23				
\$20K - \$30K	8	12	14				
Less than \$20K	7	20	14				
Republican	74	3	27				
Democrat	4	69	25				
Independent	20	25	39				
White	92	76	81				
Black	1	18	12				
Hispanic	6	11	8				
Conservative	66	21	34				
Moderate	27	44	48				
Liberal	5	31	14				

ABOUT THIS SURVEY

This report is based on results of two February surveys conducted by the Pew Research Center. Portions of the analysis are based on the combined samples of the two surveys, with a total 1,898 registered voters. Based on this combined sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.5 percentage points.

Results for the *February 2004 News Interest Index* 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 February 11-16, 2004. Based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. For results based on Registered Voters (N=1149), the sampling error is plus or minus 3.5 percentage points.

Results for the *February 2004 Global Attitudes Project -- US Survey* are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,000 adults, 18 years of age or older, during the period February 24-29, 2004. Based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 3.5 percentage points. For results based on Registered Voters (N=749), 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.

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS FEBRUARY 2004 GLOBAL ATTITUDES PROJECT -- U.S. SURVEY FINAL TOPLINE

February 24 - 29, 2004 N=1,000

Q1 Now thinking about our country, overall, are you satisfied or dissatisfied with the way things are going in our country today?

July, 1994

May, 1993

March, 1994

October, 1993

January, 1993

January, 1992

August, 1990

January, 1989

January, 1988

May, 1990

May, 1988

November, 1991

Late Feb, 1991 (Gallup) 66

September, 1988 (RVs)

September, 1993

No

Opinion

3=100

5=100

5=100

4=100

7=100

11=100

4=100

5=100

3=100

5=100

5=100

5=100

5=100

5=100

6=100

Sat-

isfied

24

24

22

20

22

39

28

34

47

41

45

50

41

39

Dis-

satisfied

73

71

73

75

71

50

68

61

31

48

54

50

45

54

55

	Sat-	Dis-	No
	isfied	satisfied	Opinion
Late February, 2004	39	55	6=100
Early January, 2004	45	48	7=100
December, 2003	44	47	9=100
October, 2003	38	56	6=100
August, 2003	40	53	7=100
April, 2003 ¹	50	41	9=100
January, 2003	44	50	6=100
September, 2002 ²	41	55	4=100
Late August, 2002	47	44	9=100
May, 2002	44	44	12=100
March, 2002	50	40	10=100
Late September, 2001	57	34	9=100
Early September, 2001	41	53	6=100
June, 2001	43	52	5=100
March, 2001	47	45	8=100
February, 2001	46	43	11=100
January, 2001	55	41	4=100
September, 2000	51	41	8=100
June, 2000	47	45	8=100
April, 2000	48	43	9=100
August, 1999	56	39	5=100
January, 1999	53	41	6=100
November, 1998	46	44	10 = 100
Early September, 1998	54	42	4 = 100
Late August, 1998	55	41	4 = 100
Early August, 1998	50	44	6=100
February, 1998	59	37	4 = 100
January, 1998	46	50	4 = 100
September, 1997	45	49	6=100
August, 1997	49	46	5=100
January, 1997	38	58	4 = 100
July, 1996	29	67	4 = 100
March, 1996	28	70	2 = 100
October, 1995	23	73	4 = 100
June, 1995	25	73	2 = 100
April, 1995	23	74	3=100

¹ Asked April 8, 2003 only; N=395.

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

PRC1 How closely have you been following news about candidates for the 2004 presidential election? Very closely, fairly closely, not too closely, or not at all closely?

	Very	Fairly	Not too	Not at all	(VOL)
	Closely	Closely	<u>Closely</u>	<u>Closely</u>	<u>DK</u>
Late February, 2004	24	40	23	12	1 = 100
Early February, 2004	29	37	20	13	1=100
Mid-January, 2004	16	30	27	26	1=100
Early January, 2004	14	32	30	23	1=100
December, 2003	16	26	27	30	1=100
November, 2003	11	26	34	28	1=100
October, 2003	12	27	28	32	1=100
September, 2003	17	25	30	27	1=100
Mid-August, 2003	12	27	27	33	1=100
May, 2003	8	19	31	41	1=100
January, 2003 ³	14	28	29	28	1=100
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100
March, 1996	26	41	20	13	*=100
January, 1996	10	34	31	24	1=100
March, 1992	35	40	16	9	*=100
January, 1992	11	25	36	27	1=100
May, 1988	22	46	23	6	3=100
November, 1987	15	28	35	21	1=100

PRC2 Suppose the 2004 presidential election were being held TODAY, and the candidates were [George W. Bush, the Republican or John Kerry, the Democrat. **READ, ROTATE**]. Who would you vote for?

IF OTHER OR DK (3,9 IN PRC2) ASK:

PRC2a As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS PRC2]?

BASED ON REGISTERED VOTERS [N=749]:

		Early	Early							
		Feb	Jan	Oct	Feb	Feb	Ma	rch	May	
		<u>2004</u>	<u>2004</u>	<u>2003</u>	2000	<u> 1996</u>	<u>19</u>	<u>92</u>	1988	
44	Bush/Lean Bush	47	52	50	46 Bush	44	Dole 4	9 Bush, Sr.	40	Bush, Sr.
48	Kerry/Lean Kerry	47	41	42	45 Gore	52	Clinton 4	4 Clinton	53	Dukakis
8	Other/DK (VOL.)	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>4</u>	, -	<u>7</u>	<u>7</u>	
100		100	100	100	100	100	10	00	100	

From May 2003 to Early February 2004, the story was listed as "The race for the Democratic nomination." In January 2003, the story was listed as "Recent announcements by prominent Democrats about plans to run for president in 2004." In 2000, the story was listed as "News about candidates for the 2000 presidential election." In 1996, the story was listed as "News about the Republican presidential candidates." In January 1992 and 1987, the story was listed as "News about the Democratic candidates for the Presidential nomination." In 1988, the story was listed as "News about the presidential campaign in 1988."

THOSE WHO DID NOT CHOOSE KERRY (IN PRC2/2a) ASK:

PRC3 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?

BASED ON REGISTERED VOTERS [N=749]:

			Gore 2000					- Clir	ıton -	
		Early Feb		Late	Mid-	Early			July	May
		<u>2004</u>	Nov	Oct	<u>Oct</u>	<u>Oct</u>	Sept	<u>June</u>	<u> 1996</u>	<u> 1992</u>
13	Chance might vote for him	15	8	9	10	11	13	14	8	11
36	Decided not to vote for him	33	41	44	40	38	35	34	36	38
3	Don't know/Refused	<u>_5</u>	_6	4	_5	_7	_5	6	<u>4</u>	_6
52%		53%	55%	57%	55%	56%	53%	54%	48%	55%

THOSE WHO DID NOT CHOOSE BUSH IN (PRC2/2a) ASK:

PRC4 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?

BASED ON REGISTERED VOTERS [N=749]:

			Bush 2000							Bush, Sr.
		Early Feb		Late	Mid-	Early			July	May
		<u>2004</u>	Nov	Oct	<u>Oct</u>	<u>Oct</u>	Sept	<u>June</u>	<u> 1996</u>	<u>1992</u>
10	Chance might vote for him	10	8	10	12	11	15	15	15	8
43	Decided not to vote for him	41	44	41	40	39	38	33	40	40
3	Don't know/Refused	_2	<u>7</u>	4	_5	_7	_6	6	3	_5
56%		53%	59%	55%	57%	57%	59%	54%	58%	53%

ASK ALL:

On a different subject...

PRC5 How would you rate economic conditions in this country today -- as excellent, good, only fair, or poor?

			Only		Don't know/
	Excellent	Good	<u>fair</u>	Poor	Refused
Late February, 2004	2	29	42	26	1=100
February 9-12, 2004 (Gallup)	2	31	46	21	0 = 100
January 12-15, 2004 (Gallup)	3	34	42	21	0 = 100
January 2-5, 2004 (<i>Gallup</i>)	3	40	41	16	*=100
December 11-14, 2003 (Gallup)	3	34	44	19	*=100
November 3-5, 2003 (Gallup)	2	28	49	21	*=100
October 24-26, 2003 (Gallup)	2	24	44	30	*=100
October 6-8, 2003 (Gallup)	2	20	50	27	1=100
September 8-10, 2003 (Gallup)	1	20	49	30	*=100
August 4-6, 2003 (Gallup)	1	24	52	23	*=100
February 17-19, 2003 (Gallup)	1	17	48	34	*=100
February 4-6, 2002 (Gallup)	2	26	55	16	1=100
March 5-7, 2001 (Gallup)	3	43	43	10	1=100
January 7-10, 2000 (Gallup)	19	52	23	5	1=100
January 15-17, 1999 (Gallup)	14	55	27	4	*=100
March 20-22, 1998 (Gallup)	20	46	27	7	*=100
Jan 31 - Feb 2, 1997 (Gallup)	4	38	43	15	*=100
March 15-17, 1996 (Gallup)	2	31	48	18	1=100
May 11-14, 1995 (Gallup)	2	27	50	20	1=100
January 15-17, 1994 (Gallup)	*	22	54	24	*=100
February 12-14, 1993 (Gallup)	*	14	46	39	1=100
January 3-6, 1992 (Gallup)	*	12	46	41	1=100

PRC6 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?

				Don't Know/
	Better	Worse	Same	Refused
Late February, 2004	39	12	41	8=100
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				

PRC7 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		Late		Early			Bush	, Sr.
		Sept	July	May	March	Jan	Oct	June	Jan	March	Jan
		2003	2003	<u>2003</u>	2003	<u>2003</u>	<u>2002</u>	<u>2002</u>	<u>2002</u>	<u>1992</u>	<u>1992</u>
30	Doing as much as he can	26	33	42	41	33	31	33	48	21	21
65	Could be doing more	70	62	53	52	61	63	62	46	76	76
_5	Can't say	<u>4</u>	<u>5</u>	<u>5</u>	<u>7</u>	6	<u>6</u>	<u>5</u>	<u>6</u>	<u>3</u>	3
100		100	100	100	100	100	100	100	100	100	100

Q.2 - Q.28 See Global Attitudes Questionnaire.

PRC39 Some people think of American society as divided into two groups, the "haves" and the "have-nots," while others think it's incorrect to think of America that way. Do you, yourself, think of America as divided into haves and have-nots, or don't you think of America that way?

		Gallup				
		June	Oct	Aug	CBS/NY Times	
		<u>2001</u>	<u> 1999</u>	<u>1988</u>	Aug 1984	
38	Yes, divided into "haves" and "have-nots"	44	39	26	31	
59	No	53	59	71	61	
<u>3</u>	Don't know/Refused	<u>3</u>	2	<u>3</u>	<u>8</u>	
100		100	100	100	100	

PRC40 If you had to choose, which of these groups are you in, the haves or the have-nots?

			Gai	llup
		June	Oct	Aug
		<u>2001</u>	<u> 1999</u>	<u>1988</u>
59	Haves	52	67	59
27	Have-nots	32	24	17
7	Neither (VOL)	10	6	15
<u>7</u>	Don't know/Refused	<u>6</u>	<u>3</u>	<u>9</u>
100		100	100	100

PRC41 On the whole, do you think the Bush Administration is doing more to help the haves or the have-nots, or do you think it is treating both groups about the same?

			Reagan
		June	Gallup
		<u>2001</u>	Aug 1988 ⁴
47	Helping the haves	43	49
4	Helping the have-nots	4	4
42	About the same	40	39
1	Neither (VOL)	2	2
6	Don't know/Refused	<u>11</u>	<u>6</u>
100		100	100

PRC42 Thinking about the money you owe on credit cards and installment loans (excluding your mortgage), would you say you...

		l	U.S. News &		
		Ţ	World Report		
		June 2001	Jan 1992		
9	Owe a lot more than you can afford?	13	7		
13	Owe a little more than you can afford?	15	14		
29	Owe about what you can afford?	31	32		
23	OR owe less than you can afford?	18	19		
20	Do not have any debts (VOL)	12	16		
5	No credit cards (VOL)	10	11		
_1	Don't know/Refused	<u>_1</u>	<u>1</u>		
100		100	100		

Question was worded: "On the whole, do you think the Reagan Administration has done more to help the haves or the have-nots, or do you think it has treated both groups about the same?"

CLASS Which of the following labels best describes your household [READ ITEMS, IN ORDER]:

		June	June	Feb	June
		2003	2002	2002	2001
32	Professional or business class	31	31	32	29
47	Working class	43	47	46	47
15	OR a struggling family or household?	14	14	14	15
2	More than one apply (VOL)	3	2	2	2
2	None apply (VOL)	7	3	4	4
_2	DK/Refused	_2	3	2	3
100		100	100	100	100

PRC43 Thinking now about job opportunities where you live, would you say there are plenty of jobs available in your community or are jobs difficult to find?

						U.S. New	s & Wor	ld Report
		Mid-Jan	Oct	June	June	Aug	May	Jan
		2004	2003	2002	2001	1992	1992	1992
31	Plenty of jobs available	27	24	31	42	15	16	12
59	Jobs are difficult to find	60	66	59	44	76	77	79
5	Lots of some jobs, few of others (VOL)	6	5	4	8	6	4	6
6	Don't know	<u>7</u>	<u>5</u>	<u>6</u>	<u>6</u>	<u>3</u>	3	<u>3</u>
100		100	100	100	100	100	100	100