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**PUBLIC FAULTS BUSH ON ECONOMY - 55% SAY JOBS ARE SCARCE**

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**Kerry Makes Gains on Issues, Bush Maintains Leadership Image Advantage**  
**PUBLIC FAULTS BUSH ON ECONOMY - 55% SAY JOBS ARE SCARCE**

With three months to go until the presidential election, the American public remains largely dissatisfied with economic conditions and with President Bush's stewardship of the economy. Two-thirds rate the national economy as "only fair" or "poor," while just one-third judge it to be "excellent" or "good." Accordingly, Bush gets low ratings for his handling of the economy: 42% approve, 52% disapprove. And by an increasing margin, voters express more confidence in the Democratic nominee, John Kerry, than in Bush to improve economic conditions. Kerry now leads Bush by a wide 52% to 37% margin on the economy, up from a 44% to 39% lead in March.

While public attitudes toward the economy loom as a major problem for the president, there are also some indications in the latest Pew Research Center nationwide survey, conducted August 5-10 among 1,512 adults (1,166 registered voters), of a slight improvement in economic attitudes. The number of Americans who expect that their personal financial situation will improve has risen to 70%, up from 64% in September 2003.

And despite news that employers added fewer jobs than expected in July, Americans are slightly more positive about the job market in their local communities than they had been. Currently 34% report that jobs are plentiful in their community. This is the best evaluation of the local job conditions in Pew surveys since June of 2001, and it is better than the 27% who had a positive opinion of the job situation at the start of this year. Even so, a 55% majority continue to say that jobs are difficult to find in their communities. This compares to only 44% who held that view early in Bush's term (June of 2001).

Overall, people are more positive about their own personal financial situation than about the national economy: 51% say they are in excellent or good shape, while 48% say they are in only fair or poor shape. Four years ago at this time the public had about the same take on their personal financial situation (52% positive, 46% negative), but they were more positive eight years ago (55%-44%), and *much* more negative in the summer of 1992 (35%-64%). Swing voters are more bearish about the nation's economic prospects than voters who say they have already decided on a presidential candidate.

<b>Continued Economic Discontent</b>			
	<u>The</u>	<u>Your</u>	
<i>Economic conditions...</i>	<u>nation</u>	<u>own</u>	
	%	%	
Excellent	3	9	
Good	30	42	
Only fair	45	34	
Poor	21	14	
Don't know	<u>1</u>	<u>1</u>	
	100	100	
<i>Jobs locally</i>	<u>Jan</u>	<u>Apr</u>	<u>Aug</u>
Plenty available	27	30	34
Difficult to find	60	57	55
Mixed/DK	<u>13</u>	<u>13</u>	<u>11</u>
	100	100	100
<i>Bush handling of economy</i>	<u>June</u>	<u>July</u>	<u>Aug</u>
Approve	43	42	42
Disapprove	50	52	52
Don't know	<u>7</u>	<u>6</u>	<u>6</u>
	100	100	100
<i>Who can best improve economy</i>	<u>Mar</u>	<u>May</u>	<u>Aug</u>
Bush	39	38	37
Kerry	44	48	52
Neither/DK	<u>17</u>	<u>14</u>	<u>11</u>
	100	100	100

Coming out of last month's Democratic convention, there is a widening disparity in how the voters see the two major candidates. The president has the advantage on most character assessments while his challenger is favored on most issues.

In fact, Kerry's issue advantage over Bush has improved slightly since May. The Democratic challenger now holds a bigger margin on all key domestic issues – including the economy, health care and education. He also has made gains with respect to Iraq. The public now has about equal levels of confidence in the two candidates to make wise decisions about what to do there. President Bush's sole clear issue advantage over Senator Kerry is on defending the country from terrorist attack. But it has narrowed to a 49% to 39% margin for Bush, down from a 52% - 33% margin in May.

While Kerry tests better on most issues now than he did in late spring, Bush has widened his margin over his opponent during this same period on the question of who is a "strong leader." Bush now holds a 57%-34% edge over Kerry on this measure, up slightly from a 50% to 31% margin that the president enjoyed in May. Bush is also given the advantage over his Democratic rival for using "good judgment in a crisis" and for being "willing to take a stand, even if unpopular." More Americans now than before the convention view Kerry as someone who "changes his mind too much." Bush is seen as the more "stubborn" candidate, but he is also seen as the more "down to earth" person, and the number describing Bush as the more "honest and truthful" candidate has risen to 42%, up from 34% in May.

With Bush holding the advantage on most personal qualities and Kerry on most issues, the horse race itself is about as deadlocked as it was prior to the Democratic Convention, with 47% of registered voters favoring the Kerry/Edwards ticket, and 45% favoring Bush and Cheney. Just 2% say they would vote for

<b>Kerry Ahead on Issues, Bush Holds Leadership Advantage</b>				
<i>Who can better handle...</i>	---May---		--August--	
	Bush	Kerry	Bush	Kerry
	%	%	%	%
Terrorism	<b>52</b>	33	<b>49</b>	39
Situation in Iraq	44	41	44	46
Foreign policy	43	42	43	47
Morality	--	--	41	45
Economy	38	<b>48</b>	37	<b>52</b>
Education	35	<b>50</b>	36	<b>53</b>
Jobs	35	<b>50</b>	35	<b>53</b>
Health care	29	<b>51</b>	29	<b>55</b>
<i>Character trait better describes...</i>				
Stubborn	<b>68</b>	12	<b>68</b>	12
Takes a stand	<b>65</b>	23	<b>62</b>	29
Strong leader	<b>50</b>	31	<b>57</b>	34
Good in a crisis	<b>47</b>	35	<b>50</b>	38
Down to earth	43	40	<b>48</b>	39
Honest and truthful	34	36	42	38
Personally likable	42	39	43	41
Cares about people	34	<b>45</b>	39	45
Changes mind	30	<b>42</b>	28	<b>47</b>

Statistically significant leads in **bold**.  
Based on registered voters.

<b>Presidential Race Still Deadlocked</b>				
<i>If election were today...</i>	May	June	July	Aug
	%	%	%	%
Vote for Bush	43	46	44	45
Vote for Kerry	46	42	46	47
Vote for Nader	6	6	3	2
Other/DK	<u>5</u>	<u>6</u>	<u>7</u>	<u>6</u>
	100	100	100	100

Based on registered voters.

Nader if the election were being held today. Follow-up questions indicate that most of Kerry's supporters are still mainly motivated by being anti-Bush (51%) rather than pro-Kerry (43%). However, the current pro-Kerry component of the Democrat's vote base has risen sharply since May, when it was just 29%, while the anti-Bush component has dropped from 64%. A majority (59%) of the Democratic candidate's backers now say they support him strongly, though a larger majority (71%) of Bush's backers say they support him strongly. Bush supporters, by a margin of nearly four-to-one, describe their vote as being mainly pro-Bush rather than anti-Kerry.

The potential swing vote remains smaller than usual. Roughly one-in-five voters (22%) are either undecided, or favor a candidate but say they still might change their minds. This is virtually unchanged from May and June, and represents far fewer swing voters than there were at the same stage in the three previous election cycles.

The presidential candidates are judged as about equally likable, and favorability ratings for both men have risen since June. However, Democratic vice presidential candidate John Edwards gets a more positive rating (58% favorable to 24% unfavorable) than either Bush or Kerry, while Vice President Dick Cheney gets markedly lower ratings (47% to 41%). Since Cheney took office in 2001, the percentage of Americans who rate him favorably has dropped 15 points and the percentage who rate him unfavorably has risen 23 points. But the public is even more negative toward independent candidate Ralph Nader: his unfavorable ratings are now almost twice the size of his favorables. At this stage of Nader's 2000 campaign for president, public opinion about him was just the opposite; his favorable ratings were roughly twice as large his unfavorable evaluations.

<i>Overall view of...</i>	<i>--Men--</i>		<i>--Women--</i>		<i>Fav. Gap</i>
	<i>Fav</i>	<i>Unfav</i>	<i>Fav</i>	<i>Unfav</i>	
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	
George W. Bush	63	34	53	43	-10
John Kerry	53	42	60	30	+7
Ralph Nader	27	48	25	41	-2
John Edwards	57	29	60	19	+3
Dick Cheney	52	40	42	42	-10
Laura Bush	70	15	70	21	0
Teresa Heinz Kerry	37	37	50	24	+13

First Lady Laura Bush continues to be highly popular with the American public – 70% judge her favorably. Even most Democrats (53%) say they like the first lady. By comparison, initial reactions to Teresa Heinz Kerry are less favorable – 43% of respondents say they have a positive view of the Democratic candidate's spouse, while 30% rate her unfavorably. More than a quarter (27%) either haven't heard of her or don't feel that they can express an opinion. In a pattern reminiscent of the public's early responses to First Lady Hillary Clinton, men hold significantly less favorable views of Mrs. Heinz Kerry than do women.

The poll, which was conducted after the elevation of the terrorism threat level to Code Orange in the New York, New Jersey and Washington, DC financial districts, finds no significant increase in terrorism worries. Relatively few (28%) say they are concerned that the government is issuing too many false alarms about terrorism; instead, two-thirds say the government should give the public all the warnings it can. When asked if the recent terror alert was raised mostly for political purposes or mostly as a genuine warning to the public, 34% said the former, 57% the latter.

***For Swing Voters, Economy Hasn't Turned the Corner***

Twice as many Americans rate the nation's economy as only fair or poor (66%) as rate it excellent or good (33%). In April, 38% gave the economy positive marks, while 60% rated it negatively. Currently, 36% of Americans express a positive outlook that things will be better a year from now, a 47% plurality think things will be about the same, and 9% think the economy is headed in the wrong direction.

While the president's committed backers give the economy generally favorable ratings and are optimistic that things will get even better, swing voters are not of the same mind. By a 66% to 34% margin, swing voters rate the current economy as only fair or poor, and barely a quarter of swing voters (27%) think the economy is headed in a positive direction over the coming year. In fact, swing voters are slightly less optimistic about the nation's economic prospects than are committed Kerry backers, 32% of whom think the economy will improve. (Most Kerry supporters also think he will win in November, and this expectation may be a factor in their optimism about the economy.)

<b>Swing Voters Not Upbeat about Economy</b>				
	All Regist. Voters	---Vote preference---		
<i>Nation's economy</i>	%	Certain Bush	Certain Kerry	Swing voters
Exc./Good	35	60	11	34
Fair/Poor	65	40	88	66
Don't know	*	*	1	*
	100	100	100	100
<i>Year from now things will be...</i>				
Better	38	51	32	27
Worse	8	5	10	11
Same	45	37	47	55
Don't know	9	7	11	7
	100	100	100	100

Evaluations of the jobs situation are still negative, as they have been all year, but they have improved somewhat. A third (34%) of Americans now say that plenty of jobs are available in their community, while 55% say jobs are difficult to find. As recently as January, six-in-ten said jobs were difficult to find, while only 27% said plenty were available.

This improvement comes across the socio-economic spectrum, though there remains a sizable gap between wealthier and poorer Americans in their assessments about the availability of jobs. Today, 46% of people with annual household incomes over \$75,000 say plenty of jobs are available,

while only 23% of those earning less than \$30,000 a year share this upbeat assessment. The already sizable gap between Democrats and Republicans on this question has only widened. Today, just 17% of Democrats say jobs are plentiful in their area, unchanged from earlier in the year. On the other hand, a majority of Republicans (54%) say plenty of jobs are available, up from 40% in January. More independents see jobs as plentiful today than in January (35%, up from 25%), but a majority of independents (56%) continue to say that jobs are difficult to find in their area.

While most Americans are optimistic about their own personal economic prospects even when times are tough, the proportion who expect their financial situation to improve in the coming year has risen to 70%; a year ago 64% held this view. The public remains divided over whether they are currently doing well financially – 51% describe their financial situation as excellent or good, 48% as only fair or poor. Just over half of swing voters (53%) rate their financial situation favorably, while 46% do not.

<b>Presidential Choices and Personal Finances</b>				
<i>Personal finances</i>	All	---Vote preference---		
	Regist. Voters	Certain Bush	Certain Kerry	Swing voters
	%	%	%	%
Exc./Good	56	69	44	53
Fair/Poor	43	30	55	46
Don't know	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{1}{100}$

### No Convention Bounce for Kerry

While the Democratic Convention improved John Kerry's visibility and gave more supporters reasons to vote *for* him rather than just *against* George W. Bush, it did not help his standing in the head-to-head electoral trial heat. Currently, 47% of registered voters favor Kerry, 45% favor Bush, figures which are virtually unchanged from July (46% Kerry, 44% Bush). Support for Ralph Nader's candidacy has eroded, dropping from 6% in June to 3% in July to 2% now.

The political landscape has remained stable over the past few months. Kerry continues to run stronger among women, people under age 30, blacks and Hispanics. Bush still finds more backing from men, people age 30-49, and white evangelical Protestants, who favor the president by 71% to 23%. By comparison, white mainline Protestants and white Catholics split their support between the candidates, while seculars (those who report no religious affiliation) favor Kerry by a 67% to 23% margin.

	<u>Bush</u>	<u>Kerry</u>	<u>Nader</u>	<u>Oth/DK</u>
	%	%	%	%
All voters	45	47	2	6=100
Male	50	42	2	6=100
Female	41	52	1	6=100
18-29	35	53	4	8=100
30-49	50	44	1	5=100
50-64	45	50	*	5=100
65+	43	48	2	7=100
Black	6	83	1	10=100
White	52	42	1	5=100
Evangel Prot	71	23	1	5=100
Mainline Prot	49	43	1	7=100
Catholic	47	50	1	2=100
Secular	23	67	5	5=100

The Democratic Convention increased the public's familiarity with John Kerry's and fortified his support. Throughout the spring, and still today, a majority of Kerry backers said their choice was mostly a vote *against* George W. Bush. But the combination of the convention, the addition of Edwards to the ticket, and the Democratic candidate's growing media exposure has substantially increased his positive support. Today, 43% of Kerry's supporters characterize their choice as a vote *for* Kerry, up from 37% in June and just 30% in May.

	<u>Feb</u>	<u>Mar</u>	<u>May</u>	<u>June</u>	<u>Aug</u>
	%	%	%	%	%
<b><i>Bush Supporters</i></b>					
Voting <i>for</i> Bush	84	79	74	73	75
Voting <i>against</i> Kerry	12	17	21	23	19
Don't know	<u>4</u>	<u>4</u>	<u>5</u>	<u>4</u>	<u>6</u>
	100	100	100	100	100
<b><i>Kerry Supporters</i></b>					
Vote <i>for</i> Kerry	33	40	30	37	43
Voting <i>against</i> Bush	64	56	64	59	51
Don't know	<u>3</u>	<u>4</u>	<u>6</u>	<u>4</u>	<u>6</u>
	100	100	100	100	100

Even so, more than half of Kerry's backers (51%) continue to describe their choice as mostly anti-Bush. By comparison, only 19% of Bush supporters describe their vote as *against* John Kerry, while three-quarters say their choice is motivated by support for Bush.

Nearly a quarter of registered voters (23%) say they feel they know “a lot” about John Kerry and what he stands for, up from just 15% in a June NBC/Wall Street Journal survey. Nearly four-in-ten (39%) of voters who followed the convention very closely say they know a lot about the Democratic nominee, compared with just 23% of those who did not follow as closely.

**‘Strong’ Support for Bush**

Bush still garners significantly more intense positive support than does Kerry. Currently, 71% of Bush backers say they “strongly” support the president’s reelection. By comparison, just 59% of Kerry backers say they strongly support his candidacy.

While Bush garners more affirmative backing, the strong anti-Bush sentiment among many Democrats results in both sides expressing equally high levels of commitment to their choices. Fully 83% of Bush supporters say they have definitely decided not to vote for Kerry, while 84% of Kerry supporters say the same about the president. Both figures are higher than in 2000, when roughly three-quarters of Bush and Gore supporters (77% and 75%, respectively) expressed this level of commitment at a similar point in the campaign.

As a result, there are fewer swing voters in this year’s election cycle. Barely one-in-five voters today (22%) are undecided or say there is a chance they will still change their minds. As late as September of 2000, fully a third of voters were still uncommitted. This year, the number of swing voters declined from 29% in February to 22% in May. It has remained at about that level since then.

<b>Most Minds Are Made Up</b>		
	Bush supporters	Kerry supporters
<i>Strength of support</i>	%	%
Strong	71	59
Not strong/Lean only	28	40
Don’t know	<u>1</u>	<u>1</u>
	100	100
<i>Level of commitment</i>		
Definitely decided	83	84
Chance might switch	15	14
Don’t know	<u>2</u>	<u>2</u>
	100	100
<i>Bush job...</i>		
Approve	94	7
Disapprove	3	88
Don’t know	<u>3</u>	<u>5</u>
	100	100
Number of cases	(541)	(544)
Based on registered voters.		

<b>Size of Swing Vote Small but Stable</b>					
	Feb	Mar	May	June	Aug
<i>Registered voters</i>	%	%	%	%	%
Certain Bush	33	34	36	40	38
Certain Kerry	38	40	42	39	40
Certain Nader	--	--	--	--	1
Swing voters	29	26	22	21	22
Favor Bush	13	11	9	8	7
Favor Kerry	10	9	8	7	8
Favor Nader	--	--	--	--	1
Undecided	<u>6</u>	<u>6</u>	<u>5</u>	<u>6</u>	<u>6</u>
	100	100	100	100	100
“Certain” voters are those who support a candidate and say there is “no chance” they might vote for the opponent. Analysis based on two-way trial heats from Feb through June, three-way trial heat in August.					

There is little indication that either campaign has more effectively mobilized its base of support at this point in the campaign. Roughly nine-in-ten registered voters who back both Bush (92%) and Kerry (88%) say they are “absolutely certain” that they will vote this fall. Overall, 69% of voters say they have given “quite a lot” of thought to the election already, and this level of attentiveness is equally high on both sides of the partisan divide. In addition, 56% of Bush supporters and 57% of Kerry supporters say that they “always vote.”

Public attention to the 2004 presidential campaign continues to run ahead of where it was at the same stage of the 2000 and 1996 campaigns. Nearly a third of Americans (32%) say they are following news about the candidates very closely, compared with 22% and 24% in September 2000 and 1996. And 69% of voters say they have given quite a lot of thought to the campaign – significantly more than in 2000 or 1996 (59% and 56%, respectively). Both measures are on par with voter engagement in August of the 1992 election.

<b>Both Sides Engaged...</b>		
	Bush supporters	Kerry supporters
<i>Thought given to election</i>	%	%
Quite a lot	69	72
Some (vol.)	3	1
A little	24	26
None (vol.)	2	1
Don't know	<u>2</u>	<u>*</u>
	100	100
<i>Plan to vote</i>		
Absolutely certain	92	88
Less certain	6	9
No/DK	<u>2</u>	<u>3</u>
	100	100
<i>How often do you vote</i>		
Always	56	57
Nearly always	31	25
Part of time/seldom	11	15
Never	1	2
Other/DK	<u>1</u>	<u>1</u>
	100	100

Based on registered voters.

### **Who will win?**

By a 44% to 37% margin, more voters believe that Bush will win November. Not surprisingly, there is a stark partisan division on this question. By a 76% to 7% margin, the president’s supporters are optimistic that their man will win reelection. Most Kerry supporters are also optimistic about their candidate’s chances, though by a somewhat smaller margin (67% say Kerry will win; 15% say Bush will win).

While more think Bush will win the election, this expectations advantage comes mostly from people who have not been following the campaign. By a two-to-one margin (54% to 26%), voters who say they have not followed the campaign closely at all believe that Bush will emerge victorious. By comparison, voters who are following the race very closely are divided evenly over who will win, with 44%

<b>... And Convinced of Victory</b>			
	<i>Who's most likely to win in Nov.?</i>		
	<u>Bush</u>	<u>Kerry</u>	<u>DK</u>
	%	%	%
All voters	44	37	19=100
Bush supporters	76	7	17=100
Kerry supporters	15	67	18=100
<i>Following race...</i>			
Very closely	43	44	13=100
Fairly closely	43	34	23=100
Not too closely	41	32	27=100
Not at all closely	54	26	20=100

placing their bets on Kerry and 43% predicting Bush.

***Kerry Strong on Issues***

John Kerry continues to hold a sizable lead over the president as the candidate best able to handle most domestic issues, and has made considerable gains in terms of foreign and security issues as well. But Bush maintains a clear advantage as the candidate with better leadership qualities in the eyes of most voters, and Kerry has not shaken the impression that he changes his mind too much.

Kerry continues to dominate on traditional Democratic issues such as education, health care and jobs, and has built a substantial lead as the candidate who will improve the economy (52% say Kerry can do the better job, 37% Bush). Kerry’s advantage on each of these issues has widened slightly since May, with majorities picking him over Bush on all four issues. The largest gap is over who can best improve the health care system – with 55% saying Kerry could better handle this and only 29% picking Bush.

Voters are divided over who can best improve the moral climate of the nation – 45% pick Kerry and 41% pick Bush. Issues of morality split sharply along religious lines, with white evangelical Protestants saying by a 63% to 25% margin that Bush can better deal with issues of morality. Non-religious Americans take the opposite view (61% favor Kerry; 22% Bush). White Catholics and non-evangelical Protestants split evenly between the two candidates on morality. Among those who attend church at least weekly, 49% say Bush is better on morality and 37% say Kerry is better.

Among swing voters, Kerry holds at minimum a two-to-one advantage on education, health care and jobs. But swing voters continue to trust the president far more than Kerry to deal with both Iraq and terrorism. By a 51% to 17% margin, swing voters say Bush can better protect the U.S. from attacks, and nearly twice as many (44% vs. 24%) think Bush has a better plan than Kerry for how to handle the situation in Iraq.

<b>Swing Voters Rate the Issues*</b>		
<i>Who can best handle...</i>	<u>Bush</u> %	<u>Kerry</u> %
Terrorism	51	17
Situation in Iraq	44	24
Morality	33	33
Foreign policy	33	34
Economy	28	41
Education	23	49
Job situation	23	50
Health care	17	52

\* Based on 133 voters who are undecided or say there is a chance they could change their vote. For results based on all registered voters see page 2.

### ***Bush Leads on Character***

Despite Kerry's issue advantage in many areas, voters continue to see Bush as better on a host of personal traits. Majorities continue to say that Bush is more willing to "take a stand" even when unpopular (62% Bush, 29% Kerry); that Bush is a strong leader (57% Bush, 34% Kerry), and that Bush is more likely to use good judgment in a crisis (50% Bush, 38% Kerry). However, two-thirds (68%) also believe that Bush is more stubborn than Kerry (12%). Even Bush's own supporters say stubbornness is a trait more associated with Bush than Kerry (59% to 16% among those currently favoring Bush's reelection).

Bush's leadership advantage is even stronger when the analysis is limited to swing voters. Uncommitteds overwhelmingly rate Bush as more willing to take a stand (68% Bush, 15% Kerry), as a stronger leader (62% Bush, 13% Kerry), and as having better judgment in a crisis (50% Bush, 20% Kerry).

Bush also tops Kerry among all voters, though by narrower margins, on traits such as being personally likable, down to earth, and honest and truthful. These perceptions also hold among swing voters, more of whom see Bush than Kerry as being trustworthy (34% vs 19%, with 27% volunteering that "neither" is honest and truthful). Swing voters also give Bush the edge as being more personally likable and down to earth.

<b>Swing Voters View the Candidates*</b>		
<i>Phrase better describes...</i>	<u>Bush</u> %	<u>Kerry</u> %
Stubborn	72	4
Willing to take a stand	68	15
A strong leader	62	14
Good judgment in crisis	50	20
Honest and truthful	34	19
Down to earth	46	34
Personally likable	39	32
Changes mind too much	21	48
Cares about people	22	42

\* Based on 119 voters who are undecided or say there is a chance they could still change their vote.  
For results based on all registered voters see page 2.

Kerry is seen as a more caring candidate than Bush, although the gap on this measure has narrowed slightly since May. Today, 45% say the phrase "cares about people like me" better describes Kerry and 39% say it better describes Bush. The distribution on this trait in May was 45% Kerry and 34% Bush. Among swing voters, 42% say Kerry is the more caring candidate and 22% say so of Bush.

The Bush campaign portrayal of Kerry as a "flip-flopper" appears to be sticking with voters. Nearly half (47%) say that the phrase "changes his mind too much" better describes Kerry (up slightly from 42% in May), while only 28% say it better describes Bush. These figures are about the same among swing voters (48% Kerry, 21% Bush).

**Edwards Most Popular of Candidates**

Favorability ratings for Bush have risen since June. Currently, 58% express a favorable opinion of the president while 39% feel unfavorably, an improvement from his 52% to 45% rating two months ago. Despite this modest rise in favorability, Bush has seen no improvement in his job approval ratings over this time period. Today, 46% approve of the job he is doing, while 45% disapprove, virtually unchanged since June.

Kerry, too, has seen his favorability rise somewhat over this time period. Currently, 56% feel favorably toward the Democratic nominee, up from 50% in June. Both Kerry and Bush have enjoyed higher favorability ratings in the past. In February, Kerry 58% felt favorably toward Kerry and just 28% gave him unfavorable marks, and during the major combat phase of the war in April 2003, Bush enjoyed a 72% favorability rating.

	Favor- <u>able</u> %	Unfav- <u>orable</u> %	Can't <u>Rate</u> %
<b>John Edwards</b>	<b>58</b>	<b>24</b>	<b>18=100</b>
Feb 2004	42	24	34=100
<b>George W. Bush</b>	<b>58</b>	<b>39</b>	<b>3=100</b>
June 2004	52	45	3=100
Feb 2004	53	44	3=100
April 2003	72	25	3=100
<b>John Kerry</b>	<b>56</b>	<b>36</b>	<b>8=100</b>
June 2004	50	41	9=100
Feb 2004	58	28	14=100
<b>Dick Cheney</b>	<b>47</b>	<b>41</b>	<b>12=100</b>
April 2003	60	27	13=100
<b>Ralph Nader</b>	<b>26</b>	<b>44</b>	<b>30=100</b>
July 2000*	42	22	36=100

\* Gallup Trend

About as many Americans give Edwards, Bush and Kerry favorable ratings, but relatively few rate the Democratic vice presidential candidate negatively. Edwards receives ore than twice as many favorable as unfavorable marks (58% to 24%). The percent unable to rate Edwards has fallen to just 18%, from 34% in February.

Democrats overwhelmingly like Edwards (81% favorable, 7% unfavorable), but the vice-presidential candidate's favorable impression extends across partisan and ideological lines. A small majority of conservatives (52%) give Edwards favorable marks, as do 57% of independents. Even Republicans are divided in their view of the Democratic nominee for vice president, with 40% rating him favorably and 41% unfavorably.

Vice President Cheney's ratings are much less robust, with 47% of Americans viewing him favorably and 41% unfavorably. These figures represent a sharp decline from the public's impressions of Cheney at the close of major combat in Iraq in April 2003, when he was viewed favorably by a ratio of better than two-to-one (60% to 27%).

Ralph Nader receives more unfavorable ratings than favorable by a 44% to 26% margin. This is a reversal of his standing four years ago, when a July 2000 Gallup survey found 42% rating him favorably and 22% unfavorably. Today, Democrats are more likely than Republicans (55% vs. 44%) to express an unfavorable opinion of Nader.

**Swing Voters View the Candidates**

Of the four candidates on the major-party tickets, three receive overwhelmingly favorable marks from swing voters. Fully three-quarters rate George W. Bush favorably, and two-thirds say the same about John Kerry. But even here, Dick Cheney stands apart, receiving about the same level of favorable ratings (44%) as unfavorable (41%) ratings from swing voters. Most uncommitted voters also have a negative opinion of Ralph Nader (46%), while just one-in-four view him positively.

<i>Overall view of...</i>	Favor- able %	Unfav- orable %	Can't rate %
George W. Bush	75	19	6=100
John Kerry	66	25	9=100
John Edwards	62	14	24=100
Dick Cheney	44	41	15=100
Ralph Nader	25	46	29=100

\* Based on 119 voters who are undecided or say there is a chance they could still change their vote.

**Gender Gap in Views of Teresa Heinz Kerry**

Overall, 43% of Americans say they have a favorable view of Teresa Heinz Kerry, while 30% express an unfavorable view and 27% say they can't give a rating. There is a larger gender gap in views of John Kerry's wife than for any of the major candidates for office. Women rate her favorably by a 50% to 24% margin, while an equal number of men feel both favorably and unfavorably toward her (37%). This gender gap exists even across party lines, with Republican, Democratic, and independent women giving Teresa Heinz Kerry more favorable ratings than their male counterparts.

But the overall partisan gap in opinions about Mrs. Heinz Kerry is sizable – Republicans dislike her by a 51% to 21% margin, while Democrats like her by a 69% to 11% margin. Both independents and swing voters feel more favorably than unfavorably toward her.

Laura Bush, by comparison, is viewed favorably by a sizable majority (70%) of all Americans. Even most Democrats (53%) and committed Kerry supporters (52%) say they have a

	<i>Laura Bush</i>		<i>Teresa H. Kerry</i>	
	Fav %	Unfav %	Fav %	Unfav %
Total	70	18	43	30
Men	70	15	37	37
Women	70	21	50	24
18-29	53	32	50	31
30+	76	14	44	32
Republicans	89	3	21	51
Democrats	53	36	69	11
Independents	68	18	44	27
Vote Bush	93	2	15	60
Vote Kerry	52	38	77	7
Swing Voters	80	6	41	27

favorable view of the first lady, and there is virtually no gender gap in opinions about Mrs. Bush.

Age is a driving factor in the favorably ratings of both Laura Bush and Teresa Heinz Kerry. Only 53% of people age 18-29 feel favorably toward the first lady, compared with 76% of those age 30 and older. On the other hand, half of young people rate Mrs. Heinz Kerry favorably, compared with just 44% of their elders.

**Convention Interest**

Nearly half (46%) of all Americans say they are interested in following what happens at the Republican Convention in New York later this month, with 27% saying they are very interested. By comparison, in the weeks prior to last month’s Democratic Convention, just 36% said they were interested, 19% very interested.

Both the conventions’ partisans, as well as the opposition, express more interest in the upcoming convention than the one just past. Nearly two-thirds of Republicans (64%) say they are interested in what happens at their party’s upcoming convention (43% *very* interested). Barely half (51%) of Democrats had expressed interest in the July Democratic Convention. But more Democrats are interested in the Republican Convention (36%) than vice versa a month ago (26% of Republicans were interested in the Democratic Convention). And in potentially good news for the Republicans’ quest to reach persuadable voters, four-in-ten independents say they are interested in what will happen in New York later this month, compared to only 30% who expressed interest in the Democrats’ Boston event.

<b>Pre-Convention Interest</b>			
	<i>Interested in what happens...</i>		
	<u>Yes</u>	<u>No</u>	<u>DK</u>
	%	%	%
<b>Republican Convention</b>	<b>46</b>	<b>53</b>	<b>1=100</b>
Republicans	64	36	*=100
Democrats	36	62	2=100
Independents	40	60	*=100
<b>Democratic Convention*</b>	<b>36</b>	<b>63</b>	<b>1=100</b>
Republicans	26	74	*=100
Democrats	51	48	1=100
Independents	30	68	2=100

\* Data from July 8-18, 2004.

***Terror Alerts: Most Approve, Some See Political Motives***

While a majority (57%) of Americans said that the recent elevation in the terrorism threat level to Code Orange in the financial districts of New York, Northern New Jersey and Washington DC was mostly a genuine effort to warn the public, about a third (34%) said it was done mostly for political purposes.

In general, most Americans approve of the government issuing terror warnings. Fully two-thirds believe the government should be giving the public all the warnings about possible terrorism that it can even if they turn out to be false alarms, while 28% think the government is putting out too many warnings that turn out to be false alarms.

But there are some notable demographic and political divisions on these questions. Younger Americans, secular Americans and Democrats are more likely to think the government is putting out too many false alarms. Half of African-Americans think the latest terror alert was issued mostly for political

purposes rather than as a genuine effort to warn the public. Democrats and seculars are also more likely than other Americans to question the motives behind the terror alert.

Attitudes about the terror alerts predictably break along support for the two candidates. People who are committed to vote for Bush strongly believe that the government should provide terror warnings and that the recent alert was genuine. Kerry voters are more skeptical of the terror warnings. Nearly half of Kerry supporters (46%) say the government issues too many warnings that turn out to be false alarms, and 57% say the recent alert was raised mostly for political purposes, not as a genuine effort to warn the public.

Swing voters resemble Bush voters on these issues. Nearly three-fourths (74%) believe the government should warn the public as much as possible, rather than worry about false alarms (18%). Six-in-ten swing voters believe the recent Code Orange was a genuine warning and not an attempt at political manipulation.

<b>Terrorism Warnings: Full Disclosure is Better</b>				
	<i>--Vote preference--</i>			
	<u>Total</u>	<u>Bush</u>	<u>Kerry</u>	<u>Swing</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<i>Govt's terror warnings...</i>				
Should warn the public	66	83	47	74
Too many false alarms	28	14	46	18
Both/Neither	2	1	2	4
Don't know	<u>4</u>	<u>2</u>	<u>5</u>	<u>4</u>
	100	100	100	100
<i>Recent Code Orange alert mostly...</i>				
Genuine effort to warn	57	88	35	62
For political purposes	34	7	57	24
Both/Neither	2	*	1	5
Don't know	<u>7</u>	<u>5</u>	<u>7</u>	<u>9</u>
	100	100	100	100

***Fewer Following Iraq News Closely***

Four-in-ten Americans are following news about Iraq very closely, a level of interest that is comparable to where it was in June and July (39% and 43%, respectively), but substantially lower than public attention earlier in the year, when close to half were following Iraq news very closely. The dropoff in attention to news from Iraq has come across the social and political spectrum. There is no partisan gap in Iraq news interest, and while men, older Americans, and the college educated follow more closely, interest has dropped in all groups about equally.

The recent Code Orange alert was followed very closely by 34% of Americans, about the same number who paid close attention to previous alerts announced by the Department of Homeland Security. Women – especially those over age 50 – were more likely than men to follow news about the terrorism warnings very closely. Despite the fact that the alert was limited to three East Coast cities (New York, Newark, N.J., and Washington, DC), there were no regional differences in attention to the story. Also, people in rural areas paid as much attention as did people who live in large cities.

The high price of gasoline at the pumps continues to attract the most public interest, with 52% saying they are following this news story very closely, down slightly from a peak of 58% in June.

The preparations for the Summer Olympics in Athens have not caught the public’s attention so far – only 10% say they followed news about the preparations very closely, while another 22% followed fairly closely. Interest in news about the Olympics is highest among younger men and people from higher socio-economic groups. Fully 44% of men under age 30 are following news about the Olympics at least fairly closely, compared with 32% of older men. About three-in-ten women of all age groups are following this story. College graduates and people earning \$75,000 or more annually express more interest than do others.

Americans continue to express relatively high levels of interest in the presidential campaign – currently a third say they are following news about the candidates very closely, up slightly from an already high 29% in July. By comparison, only 22% were following campaign news very closely in September 2000, and 24% in September 1996.

<i>Following news about...</i>	Very closely %	Fairly closely %
The price of gasoline	52	29
Situation in Iraq	39	42
Code Orange alert	34	36
Presidential election	32	38
Dem. Convention	23	26
Summer Olympics	10	22

	Very closely %	Fairly closely %
<b>Men</b>	<b>11</b>	<b>23</b>
18-29	15	29
30-49	11	23
50-64	8	23
65+	8	17
<b>Women</b>	<b>9</b>	<b>20</b>
18-29	10	20
30-49	7	18
50-64	9	25
65+	11	19

## **ABOUT THE SURVEYS**

Results for the August 2004 New Interest Index survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,512 adults, 18 years of age or older, during the period August 5-10, 2004. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3 percentage points. For results based on registered voters (N=1,166) the sampling error is plus or minus 3.5 percentage points. For results based on either Form 1 (N=739) or Form 2 (N=773), the sampling error is plus or minus 4 percentage points. If based on Form 1 or Form 2 registered voters only (N=569 or N=597), the sampling error is plus or minus 4.5 percentage points.

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

### **SURVEY METHODOLOGY IN DETAIL**

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

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

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

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

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

The demographic weighting parameters are derived from a special analysis of the most recently available Annual Social & Economic Supplement data from the Census Bureau (March 2003). This analysis produced population parameters for the demographic characteristics of households with adults 18 or older, which are then compared with the sample characteristics to construct sample weights. The analysis only included households in the continental United States that contain a telephone. The weights are derived using an iterative technique that simultaneously balances the distributions of all weighting parameters.

## PRESIDENTIAL VOTE CHOICE

(Based on Registered Voters)

	----- Vote Choice With Leaners -----				----- Size of Swing Vote -----				
	Bush/ <u>Lean Bush</u>	Kerry/ <u>Lean Kerry</u>	Nader/ <u>Lean Nader</u>	Other/ <u>DK</u>	Certain <u>Bush</u>	Certain <u>Kerry</u>	Certain <u>Nader</u>	Swing <u>Swing</u>	<u>(N)</u>
	%	%	%	%	%	%	%	%	
<b>Total</b>	45	47	2	6=100	37	40	1	22=100	(1166)
<b>Sex</b>									
Male	50	42	2	6	41	35	1	23	(546)
Female	42	52	1	6	35	44	*	21	(620)
<b>Race</b>									
White	52	42	1	5	43	35	1	21	(971)
Non-white	15	75	2	8	12	61	0	27	(177)
Black	6	83	1	10	5	73	0	22	(113)
<b>Race and Sex</b>									
White Men	56	38	2	4	46	32	1	21	(458)
White Women	49	45	1	5	41	38	*	21	(513)
<b>Age</b>									
Under 30	35	53	4	8	27	45	2	26	(138)
30-49	50	44	1	5	41	34	*	25	(421)
50-64	45	50	*	5	37	43	0	20	(324)
65+	43	48	2	7	38	43	1	18	(269)
<b>Sex and Age</b>									
Men under 50	52	38	4	6	42	28	2	28	(265)
Women under 50	41	53	*	6	33	44	0	23	(294)
Men 50+	47	47	1	5	39	42	*	19	(277)
Women 50+	43	51	*	6	37	44	*	19	(316)
<b>Education</b>									
College Grad.	46	50	1	3	38	42	*	20	(476)
Some College	49	43	2	6	40	34	1	25	(306)
High School Grad. or Less	43	48	2	7	36	41	1	22	(382)
<b>Family Income</b>									
\$75,000+	54	43	1	2	44	36	1	19	(312)
\$50,000-\$74,999	52	42	1	5	40	34	1	25	(204)
\$30,000-\$49,999	50	45	1	4	42	39	0	19	(235)
\$20,000-\$29,999	37	56	3	4	32	45	*	23	(128)
<\$20,000	26	60	3	11	23	54	1	22	(153)

Question: If the presidential election were being held TODAY, would you vote?  
IF CHOSE BUSH, KERRY OR NADER, ASK: As of TODAY, who do you LEAN more to ?

“Certain” voters are those who support a candidate and say there is “no chance” they might vote for the opponent. Swing voters include those who are undecided, or favor a candidate but say there is a chance they will change their minds.

*Continued on next page...*

	----- Vote Choice With Leaners -----				----- Size of Swing Vote -----				
	Bush/ <u>Lean Bush</u>	Kerry/ <u>Lean Kerry</u>	Nader/ <u>Lean Nader</u>	Other/ <u>DK</u>	Certain <u>Bush</u>	Certain <u>Kerry</u>	Certain <u>Nader</u>	Certain <u>Swing</u>	(N)
	%	%	%	%	%	%	%	%	
<b>Total</b>	45	47	2	6=100	37	40	1	22=100	(1166)
<b>Region</b>									
East	44	50	3	3	36	44	2	18	(210)
Midwest	42	52	*	6	33	39	*	28	(277)
South	45	47	1	7	38	40	1	21	(420)
West	52	41	2	5	44	35	*	21	(259)
<b>Religious Affiliation</b>									
Total White Protestant	61	32	1	6	52	26	*	22	(560)
- Evangelical	71	23	1	5	65	18	0	17	(294)
- Non-Evangelical	49	43	1	7	37	34	1	28	(266)
White Catholic	47	50	1	2	39	41	1	19	(212)
Secular	23	67	5	5	17	64	1	18	(110)
<b>Community Size</b>									
Large City	34	57	3	6	27	50	2	21	(208)
Suburb	50	45	1	4	42	36	*	22	(299)
Small City/Town	47	45	1	7	38	39	1	22	(423)
Rural Area	47	48	1	4	39	38	1	22	(226)
<b>Party ID</b>									
Republican	93	4	1	2	82	3	0	15	(418)
Democrat	5	91	*	4	4	80	*	16	(404)
Independent	40	48	5	7	30	36	2	32	(286)
<b>Party and Ideology</b>									
Conservative Republican	98	1	0	1	89	1	0	10	(286)
Moderate/Liberal Rep.	85	11	2	2	69	7	0	24	(127)
Conservative/Mod. Dem.	6	91	*	3	4	78	*	18	(266)
Liberal Democrat	2	93	0	5	1	87	0	12	(121)
<b>Bush Approval</b>									
Approve	90	7	1	3	77	4	*	19	(560)
Disapprove	3	91	2	4	1	80	1	18	(531)
<b>Labor Union</b>									
Union Household	34	56	2	8	26	43	1	30	(176)
Non-Union Household	47	46	2	5	40	39	1	20	(987)
<b>Force in Iraq</b>									
Right Decision	74	21	1	4	63	15	1	21	(635)
Wrong Decision	8	84	2	6	5	74	1	20	(481)
<b>Battleground States</b>									
Republican States	51	42	1	6	45	34	*	21	(378)
Democratic States	44	48	2	6	37	40	1	22	(325)
Battleground States	41	52	2	5	32	44	*	24	(463)

## JOBS IN YOUR COMMUNITY

	—January 2004—				----August 2004----				<i>Change in Plenty (N)</i>	
	Plenty of jobs <u>avail.</u>	Jobs difficult <u>to find</u>	Lots of some jobs, few <u>of other</u>	DK/ <u>Ref</u>	Plenty of jobs <u>avail.</u>	Jobs difficult <u>to find</u>	Lots of some jobs, few <u>of others</u>	DK/ <u>Ref</u>		
	%	%	%	%	%	%	%	%		
<b>Total</b>	27	60	6	7=100	34	55	4	7=100	+7	(1512)
<b>Sex</b>										
Male	28	60	7	5	38	51	5	6	+10	(728)
Female	26	60	6	8	30	59	4	7	+4	(784)
<b>Race</b>										
White	30	58	6	6	38	50	5	7	+8	(1230)
Non-white	19	69	6	6	19	73	3	5	-1	(258)
Black	14	75	6	5	14	77	3	6	0	(162)
Hispanic*	23	66	6	5	34	62	3	1	+11	(91)
<b>Race and Sex</b>										
White Men	30	59	6	5	43	47	4	6	+11	(596)
White Women	29	57	7	7	34	54	5	7	+7	(634)
<b>Age</b>										
Under 30	24	65	6	5	33	60	3	4	+8	(256)
30-49	34	56	6	4	39	53	3	5	+5	(551)
50-64	26	62	5	7	34	55	5	6	+7	(378)
65+	19	63	7	11	25	54	6	15	+6	(307)
<b>Sex and Age</b>										
Men under 50	31	58	6	5	41	51	3	5	+11	(407)
Women under 50	29	60	6	5	33	60	4	3	+4	(400)
Men 50+	24	64	7	5	33	52	7	8	+10	(317)
Women 50+	22	61	5	12	27	57	4	12	+5	(368)
<b>Education</b>										
College Grad.	31	56	7	6	37	52	4	6	+6	(561)
Some College	28	58	8	6	38	49	6	7	+10	(385)
High School Grad.	28	62	5	5	34	56	3	7	+6	(463)
< H.S. Grad.	16	69	7	8	22	70	3	5	+6	(99)
<b>Family Income</b>										
\$75,000+	38	50	5	7	46	44	5	5	+8	(370)
\$50,000-\$74,999	32	58	6	4	38	52	3	7	+6	(246)
\$30,000-\$49,999	29	59	8	4	34	56	5	5	+5	(312)
\$20,000-\$29,999	20	66	8	6	27	65	4	5	+7	(179)
<\$20,000	12	76	6	6	21	66	4	9	+9	(230)

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

Question: 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?

*Continued on next page...*

	—January 2004—				----August 2004----				<i>Change in Plenty (N)</i>	
	Plenty of jobs avail.	Jobs difficult to find	Lots of some jobs, few of other	DK/ Ref	Plenty of jobs avail.	Jobs difficult to find	Lots of some jobs, few of other	DK/ Ref		
	%	%	%	%	%	%	%	%		
<b>Total</b>	27	60	6	7=100	34	55	4	7=100	+7	(1512)
<b>Region</b>										
East	27	59	8	6	33	57	4	6	+6	(287)
Midwest	22	65	5	8	31	58	4	7	+9	(349)
South	31	56	6	7	35	54	4	7	+4	(544)
West	26	63	6	5	38	52	4	6	+12	(332)
<b>Religious Affiliation</b>										
Total White Protestant	31	57	5	7	41	48	4	7	+11	(699)
- Evangelical	32	57	5	6	42	45	4	9	+10	(367)
- Non-Evangelical	29	58	6	7	40	50	5	5	+11	(332)
White Catholic	35	53	6	6	36	53	5	6	+1	(262)
Secular	19	62	12	7	26	59	5	10	+7	(156)
<b>Community Size</b>										
Large City	30	60	5	5	31	57	4	8	+1	(283)
Suburb	29	56	6	9	40	48	4	8	+11	(391)
Small City/Town	26	62	6	6	34	56	5	5	+8	(529)
Rural Area	25	64	8	3	33	59	3	5	+8	(290)
<b>Party ID</b>										
Republican	40	49	6	5	54	32	5	9	+14	(505)
Democrat	18	72	5	5	17	75	3	5	-1	(503)
Independent	26	59	8	7	35	56	4	5	+9	(410)
<b>Party and Ideology</b>										
Conservative Republican	39	47	6	8	58	30	4	8	+20	(337)
Moderate/Liberal Rep.	42	53	4	1	46	37	7	10	+4	(156)
Conservative/Mod. Dem.	20	71	3	6	16	76	3	5	-4	(336)
Liberal Democrat	13	74	9	4	21	73	3	3	+8	(146)
<b>Bush Approval</b>										
Approve	35	51	7	7	49	39	5	7	+14	(710)
Disapprove	15	75	5	5	20	71	4	5	+5	(678)
<b>Labor Union</b>										
Union Household	22	66	8	4	34	58	4	4	+12	(211)
Non-Union Household	28	59	6	7	34	54	5	7	+6	(1296)
<b>2004 Vote Preference (RVs)</b>										
Bush/Lean Bush	38	48	7	7	52	35	5	8	+14	(541)
Kerry/Lean Kerry	17	73	5	5	18	73	4	5	+1	(544)
<b>Battleground States</b>										
Republican States	--	--	--	--	34	56	4	6	--	(492)
Democratic States	--	--	--	--	35	54	5	6	--	(431)
Battleground States	--	--	--	--	33	55	4	8	--	(589)

## TERRORISM WARNINGS

	---- Government Warnings ----					--- The Recent Code Orange Alert ---				
	Too	Should			DK/	For	Genuine			DK/
	many	give all	Both	Neither	Ref	political	warning	Both	Neither	Ref
	warnings	warnings				purposes				
	%	%	%	%	%	%	%	%	%	%
<b>Total</b>	28	66	*	2	4=100	34	57	2	*	7=100
<b>Sex</b>										
Male	31	64	1	2	2	32	58	2	0	8
Female	24	67	*	3	6	35	55	2	1	7
<b>Race</b>										
White	27	68	*	2	3	29	62	2	*	7
Non-white	31	60	1	3	5	50	36	5	2	7
Black	28	60	1	3	8	50	35	1	3	11
Hispanic*	25	70	0	2	3	46	49	0	0	5
<b>Race and Sex</b>										
White Men	30	64	1	2	3	29	62	1	0	8
White Women	23	71	0	2	4	30	62	1	*	7
<b>Age</b>										
Under 30	39	56	0	3	2	40	49	1	0	10
30-49	24	70	*	2	4	34	59	2	0	5
50-64	29	63	1	2	5	32	60	1	1	6
65+	23	70	0	1	6	27	56	5	*	12
<b>Sex and Age</b>										
Men under 50	31	64	1	2	2	35	57	2	0	6
Women under 50	26	67	0	3	4	38	54	1	0	7
Men 50+	30	66	*	1	3	29	60	2	0	9
Women 50+	23	67	1	1	8	31	57	3	2	7
<b>Education</b>										
College Grad.	32	61	1	3	3	32	59	2	*	7
Some College	28	66	0	3	3	31	61	2	*	6
High School Grad. or Less	25	69	*	1	5	36	53	3	*	8
<b>Family Income</b>										
\$75,000+	30	62	1	2	5	34	57	*	0	9
\$50,000-\$74,999	27	69	*	1	3	34	62	1	0	3
\$30,000-\$49,999	30	64	0	3	3	32	60	2	0	6
\$20,000-\$29,999	24	71	0	3	2	42	52	3	0	3
<\$20,000	29	63	1	1	6	41	48	3	2	6

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

Questions: Which of these statements comes closer to your views... The government is putting out too many warnings that turn out to be false alarms or the government should be giving the public all the warnings it can, even if they turn out to be false alarms?

Do you think the government recently raised the terrorist alert level mostly for political purposes or mostly as a genuine effort to warn the public.

*Continued on next page...*

	---Government Warnings---					--- The Recent Code Orange Alert ---				
	Too	Should	Both	Neither	DK/ Ref	For	Genuine		DK/ Ref	
	many	give all				political	warning	Both		Neither
<u>warnings</u>	<u>warnings</u>	<u>Both</u>	<u>Neither</u>	<u>Ref</u>	<u>purposes</u>	<u>warning</u>	<u>Both</u>	<u>Neither</u>	<u>Ref</u>	
	%	%	%	%	%	%	%	%	%	
<b>Total</b>	28	66	*	2	4	34	57	2	*	7
<b>Region</b>										
East	24	66	0	5	5	32	58	4	0	6
Midwest	34	62	*	2	2	32	55	2	*	11
South	22	70	1	1	6	35	54	2	1	8
West	33	62	1	2	2	32	61	2	0	5
<b>Religious Affiliation</b>										
Total White Protestant	23	72	0	2	3	25	67	1	0	7
- Evangelical	20	75	0	2	3	20	73	1	0	6
- Non-Evangelical	26	69	0	2	3	31	61	1	0	7
White Catholic	25	67	1	2	5	30	58	3	*	9
Secular	38	52	1	3	6	46	39	3	1	11
<b>Community Size</b>										
Large City	34	63	1	1	1	36	56	3	0	5
Suburb	26	67	0	4	3	32	58	2	0	8
Small City/Town	26	67	1	2	4	32	59	1	1	7
Rural Area	29	65	1	*	5	36	52	4	0	8
<b>Party ID</b>										
Republican	14	81	*	2	3	10	84	*	0	6
Democrat	40	52	*	2	6	50	38	3	1	8
Independent	30	66	1	1	2	37	57	3	0	3
<b>Party and Ideology</b>										
Conservative Republican	13	80	*	4	3	7	87	1	0	5
Moderate/Liberal Rep.	18	80	0	0	2	13	82	0	0	5
Conservative/Mod. Dem.	39	56	1	2	2	48	43	3	1	5
Liberal Democrat	43	46	0	2	9	61	29	1	0	9
<b>Bush Approval</b>										
Approve	14	81	*	2	3	13	83	*	0	4
Disapprove	43	50	*	2	5	54	34	3	1	8
<b>Labor Union</b>										
Union Household	34	63	1	0	3	40	49	2	0	9
Non-Union Household	27	66	1	2	4	32	58	2	1	7
<b>2004 Vote Preference (RVs)</b>										
Bush/Lean Bush	15	82	*	1	2	8	87	1	0	4
Kerry/Lean Kerry	42	50	1	2	5	52	39	1	0	8
<b>Battleground States</b>										
Republican States	24	68	*	2	6	33	57	2	*	8
Democratic States	32	62	1	2	3	31	58	3	1	7
Battleground States	27	68	*	2	3	36	56	1	*	7

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**AUGUST 2004 NEWS INTEREST INDEX**  
**FINAL TOPLINE**  
**August 5 - 10, 2004**  
**N=1512**

Q.1 Do you approve or disapprove of the way George W. Bush is handling his job as president? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the way George W. Bush is handling his job as president? IF STILL DEPENDS ENTER AS DK]**

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

**ASK ALL:**

Q.2 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 WITH ITEMS a AND b FIRST, FOLLOWED BY RANDOMIZED ITEMS c THRU f]

	Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
a. News about candidates for the 2004 presidential election	32	38	16	14	*=100
July, 2004	29	37	18	15	1=100
June, 2004	28	34	19	18	1=100
April, 2004	31	33	19	16	1=100
Mid-March, 2004	35	34	18	13	*=100
Late February, 2004	24	40	23	12	1=100
Early February, 2004 <sup>1</sup>	29	37	20	13	1=100
Mid-January, 2004	16	30	27	26	1=100
Early January, 2004	14	32	30	23	1=100
December, 2003	16	26	27	30	1=100
November, 2003	11	26	34	28	1=100
October, 2003	12	27	28	32	1=100
September, 2003	17	25	30	27	1=100
Mid-August, 2003	12	27	27	33	1=100
May, 2003	8	19	31	41	1=100
January, 2003	14	28	29	28	1=100
September, 2000	22	42	21	15	*=100
July, 2000	21	38	20	20	1=100
June, 2000	23	32	23	21	1=100
April, 2000	18	39	22	20	1=100
March, 2000	26	41	19	13	1=100
February, 2000	26	36	21	17	*=100
January, 2000	19	34	28	18	1=100
Early September, 1996	24	36	23	17	*=100
July, 1996	22	40	23	14	1=100
April, 1996	23	35	25	17	*=100
March, 1996	26	41	20	13	*=100
January, 1996	10	34	31	24	1=100
August, 1992 (RVs)	36	51	11	2	0=100
July, 1992	20	45	26	9	*=100
May, 1992	32	44	16	8	*=100
March, 1992	35	40	16	9	*=100
January, 1992	11	25	36	27	1=100
August, 1988 (RVs)	39	45	13	3	*=100
May, 1988	22	46	23	6	3=100

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<sup>1</sup> From May 2003 to Early February 2004 and in March 1992, the story was listed as “The race for the Democratic nomination.” In January 2003, the story was listed as “Recent announcements by prominent Democrats about plans to run for president in 2004.” In September 2000, Early September and July 1996, and May 1992, the question asked about the “presidential election campaign.” In January, March and April 1996, the story was listed as “News about the Republican presidential candidates.” In August 1992, the story was listed as “News about the presidential election.” In July 1992, the story was listed as “News about the presidential campaign.” In January 1992, the story was listed as “News about the Democratic candidates for the presidential nomination.” In 1988, the story was introduced as being from “this past year” and was listed as “News about the presidential campaign in 1988.”

**Q.2 CONTINUED...**

		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/Ref
b.	News about the current situation in Iraq	39	42	12	6	1=100
	July, 2004	43	40	11	6	*=100
	June, 2004	39	42	12	6	1=100
	April, 2004	54	33	8	5	*=100
	Mid-March, 2004	47	36	12	4	1=100
	Early February, 2004	47	38	10	4	1=100
	Mid-January, 2004	48	39	9	4	*=100
	December, 2003	44	38	11	6	1=100
	November, 2003	52	33	9	5	1=100
	October, 2003	38	40	14	7	1=100
	September, 2003	50	33	10	6	1=100
	Mid-August, 2003	45	39	10	5	1=100
	Early July, 2003	37	41	13	8	1=100
	June, 2003	46	35	13	6	*=100
	May, 2003	63	29	6	2	*=100
	April 11-16, 2003 <sup>2</sup>	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 <sup>3</sup>	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
c.	The Democratic convention	23	26	19	31	1=100
	September, 1996 ( <i>Republican and Democratic</i> )	14	31	29	26	*=100
	August, 1988 <sup>4</sup> ( <i>RVs</i> ) ( <i>Democratic</i> )	30	29	22	19	*=100
	August, 1988 ( <i>RVs</i> ) ( <i>Republican</i> )	27	32	24	17	0=100
d.	Preparations for the summer Olympics in Athens, Greece	10	22	29	38	1=100
	February, 2002 ( <i>Winter Olympics/Salt Lake City</i> )	22	30	21	26	1=100
	Early October, 2000 ( <i>Summer Olympics/Sydney</i> )	27	28	24	21	*=100
	Early September, 1996 ( <i>Summer Olympics/Atlanta</i> )	32	34	20	14	*=100
	July, 1996 ( <i>Summer Olympics/Atlanta</i> )	45	30	13	11	1=100
	February, 1992 ( <i>Winter Olympics</i> )	33	30	19	17	1=100
e.	The high price of gasoline these days	52	29	10	8	1=100
	July, 2004	56	25	11	7	1=100
	June, 2004	58	26	9	6	1=100
	April, 2004	46	30	15	8	1=100
	Early April, 2004	58	23	10	8	1=100
	Mid-March, 2004	47	27	14	10	2=100

<sup>2</sup> From March 20 to April 16, 2003 the story was listed as “News about the war in Iraq.”

<sup>3</sup> 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.”

<sup>4</sup> In August 1988, the story was introduced as being from “this past year” and was asked only of registered voters.

**Q.2 CONTINUED...**

	Very <u>Closely</u>	Fairly <u>Closely</u>	Not too <u>Closely</u>	Not at all <u>Closely</u>	DK/Ref
September, 2003	45	27	15	11	1=100
March, 2003	52	27	11	9	1=100
February, 2003	53	25	12	9	1=100
June, 2001	56	31	7	5	1=100
May, 2001	61	26	6	6	1=100
Early October, 2000	56	25	12	6	1=100
June, 2000 <sup>5</sup>	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
f. The recent "code orange" alert about the increased risk of a terrorist attack					
Mid-January, 2004	34	36	18	11	1=100
February, 2003	35	38	16	10	1=100
February, 2003	39	35	16	9	1=100
Early September, 2002 <sup>6</sup>	39	29	16	15	1=100

**Q.3 How much thought have you given to the coming presidential election... Quite a lot or only a little?**

**BASED ON REGISTERED VOTERS [N=1166]:**

	Quite <u>A lot</u>	(VOL.) <u>Some</u>	Only a <u>Little</u>	(VOL.) <u>None</u>	DK/ <u>Ref.</u>
August, 2004	69	2	26	2	1=100
July, 2004	67	2	28	2	1=100
June, 2004	58	3	36	2	1=100
May, 2004	59	6	30	4	1=100
Late March, 2004	60	4	31	4	1=100
Mid-March, 2004	65	2	31	2	*=100
<b>2000</b> Early November, 2000	72	6	19	2	1=100
Late October, 2000	66	6	24	4	*=100
Mid-October, 2000	67	9	19	4	1=100
Early October, 2000	60	8	27	4	1=100
September, 2000	59	8	29	3	1=100
July, 2000	46	6	45	3	*=100
June, 2000	46	6	43	5	*=100
May, 2000	48	4	42	5	1=100
April, 2000	45	7	41	7	*=100
<b>1996</b> November, 1996	67	8	22	3	*=100
October, 1996	65	7	26	1	1=100
Late September, 1996	61	7	29	2	1=100
Early September, 1996	56	3	36	4	1=100
July, 1996	55	3	41	1	*=100
June, 1996	50	5	41	3	1=100

<sup>5</sup> In August 1990 through June 2000 the question was worded "Recent increases in the price of gasoline."

<sup>6</sup> In Early September 2002 the story was listed as "The Homeland Security office issuing a "code orange" alert about the increased risk of a terrorist attack."

**Q.3 CONTINUED...**

		Quite <u>A lot</u>	(VOL.) <u>Some</u>	Only a <u>Little</u>	(VOL.) <u>None</u>	DK/ <u>Ref.</u>
<b>1992</b>	October, 1992	77	5	16	1	1=100
	September, 1992	69	3	26	1	1=100
	August, 1992	72	4	23	1	*=100
	June, 1992	63	6	29	1	1=100
<b>1988</b>	<b>Gallup:</b> November, 1988	73	8	17	2	0=100
	<b>Gallup:</b> October, 1988	69	9	20	2	0=100
	<b>Gallup:</b> August, 1988	61	10	27	2	0=100
	<b>Gallup:</b> September, 1988	57	18	23	2	0=100

L.1 Have you ever voted in your precinct or election district?

**BASED ON REGISTERED VOTERS [N=1166]:**

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

Q.4 If the presidential election were being held TODAY, would you vote [**INSERT, ROTATE REPUBLICAN AND DEMOCRATIC TICKETS WITH NADER TICKET LAST**] for the Republican ticket of George W. Bush and Dick Cheney, for the Democratic ticket of John Kerry and John Edwards, or for the ticket of Ralph Nader and Peter Camejo?

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

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

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

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

**BASED ON REGISTERED VOTERS [N=1166]:**

		July <u>2004</u>	June <sup>7</sup> <u>2004</u>	May <u>2004</u>	Late Mar <u>2004</u>	Mid- Mar <u>2004</u>	Sept <u>2000</u>	July <u>2000</u>	Early Sept <u>1996</u>	July <u>1996</u>	Oct <u>1992</u>	June <u>1992</u>			
45	Bush/Lean Bush	44	46	43	44	42	41	42	<i>Bush</i>	34	34	<i>Dole</i>	35	31	<i>Bush, Sr</i>
32	Strongly						21			17			14		
13	Only moderately						19			17			21		
*	Don't know						1			*			--		
47	Kerry/Lean Kerry	46	42	46	43	49	47	41	<i>Gore</i>	52	44	<i>Clinton</i>	48	28	<i>Clinton</i>
28	Strongly						25			26			23		
19	Only moderately						21			26			25		
*	Don't know						1			0			--		
2	Nader/Lean Nader	3	6	6	6	4	2	6	<i>Nader</i>	8	16	<i>Perot</i>	8	36	<i>Perot</i>
<u>6</u>	Other/Don't know	<u>7</u>	<u>6</u>	<u>5</u>	<u>7</u>	<u>5</u>	<u>10</u>	<u>11</u>		<u>6</u>	<u>6</u>		<u>9</u>	<u>5</u>	
100		100	100	100	100	100	100	100		100	100		100	100	

<sup>7</sup> In June 2004 and earlier, the question did not specify vice presidential candidates. In 2000 the question also asked about the candidacy of "Pat Buchanan, of the Reform Party."

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

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

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

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

**BASED ON REGISTERED VOTERS [N=1166]:**

----- <i>KERRY</i> -----					----- <i>BUSH</i> -----					
	<u>Total</u>	Pro- <u>Kerry</u>	Anti- <u>Bush</u>	Un- <u>decid</u>	<u>Total</u>	Pro- <u>Bush</u>	Anti- <u>Kerry</u>	Un- <u>decid</u>	<b>Other/ DK</b>	
<b>2004</b>	<b>47</b>	20	24	3	<b>45</b>	34	8	3	<b>8=100</b>	
Aug	<b>46</b>	17	27	2	<b>48</b>	35	11	2	<b>6=100</b>	
June	<b>50</b>	15	32	3	<b>45</b>	33	10	2	<b>5=100</b>	
May	<b>47</b>	17	27	3	<b>46</b>	36	8	2	<b>7=100</b>	
Late Mar	<b>52</b>	21	29	2	<b>43</b>	34	7	2	<b>5=100</b>	
Mid-Mar	<b>47</b>	15	30	2	<b>47</b>	39	6	2	<b>6=100</b>	
Feb										

  

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

  

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

  

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

  

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

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

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

**BASED ON REGISTERED VOTERS [N=1166]:**

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

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

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

**BASED ON REGISTERED VOTERS [N=1166]:**

	<u>Chance might vote for Bush</u>	<u>Decided not to vote for Bush</u>	<u>Don't know/ Refused</u>
August, 2004	10	42	3=55%
July, 2004	10	41	5=56%
June, 2004	9	41	2=52%
May, 2004	9	42	4=55%
Late March, 2004	11	40	3=54%
Mid-March, 2004	11	44	2=57%
Late February, 2004	10	43	3=56%
Early February, 2004	10	41	2=53%
<b>Bush:</b> November, 2000	8	44	7=59%
<b>Bush:</b> Late October, 2000	10	41	4=55%
<b>Bush:</b> Mid-October, 2000	12	40	5=57%
<b>Bush:</b> Early October, 2000	11	39	7=57%
<b>Bush:</b> September, 2000	15	38	6=59%
<b>Bush:</b> June, 2000	15	33	6=54%

<b>Q.6b CONTINUED...</b>	<u>Chance might vote for Bush</u>	<u>Decided not to vote for Bush</u>	<u>Don't know/ Refused</u>
<b>Dole:</b> Early September, 1996	14	47	5=66%
<b>Dole:</b> July, 1996	15	40	3=58%
<b>Bush, Sr:</b> September, 1992	12	44	6=62%
<b>Bush, Sr:</b> August, 1992	15	45	4=64%
<b>Bush, Sr:</b> May, 1992	8	40	5=53%

**ASK ALL:**

L.2 Do you yourself plan to vote in the election this November?

**IF YES IN L.2, ASK:**

L.3 How certain are you that you will vote? Are you absolutely certain, fairly certain, or not certain?

**BASED ON REGISTERED VOTERS [N=1166]:**

	<u>Yes, Plan To Vote</u>	<u>Absolutely Certain</u>	<u>Fairly Certain</u>	<u>Not Certain</u>	<u>No, Don't Plan To</u>	<u>Don't know/ Refused</u>
August, 2004	<b>98</b>	89	8	1	<b>2</b>	<b>*=100</b>
June, 2004	<b>96</b>	85	10	1	<b>2</b>	<b>2=100</b>
Early November, 2002 <sup>8*</sup>	<b>90</b>	--	--	--	<b>8</b>	<b>2=100</b>
Early October, 2002*	<b>95</b>	--	--	--	<b>3</b>	<b>2=100</b>
Early November, 2000	<b>96</b>	--	--	--	<b>3</b>	<b>1=100</b>
Late October, 2000	<b>97</b>	--	--	--	<b>2</b>	<b>1=100</b>
Mid-October, 2000	<b>96</b>	--	--	--	<b>2</b>	<b>2=100</b>
Early October, 2000	<b>97</b>	87	9	1	<b>2</b>	<b>1=100</b>
September, 2000	<b>95</b>	84	10	1	<b>3</b>	<b>2=100</b>
June, 2000	<b>95</b>	84	10	1	<b>2</b>	<b>3=100</b>
Late October, 1998*	<b>91</b>	--	--	--	<b>6</b>	<b>3=100</b>
Early October, 1998*	<b>92</b>	--	--	--	<b>4</b>	<b>4=100</b>
Early September, 1998*	<b>95</b>	--	--	--	<b>2</b>	<b>3=100</b>
Late August, 1998*	<b>93</b>	75	17	1	<b>3</b>	<b>4=100</b>
June, 1998*	<b>95</b>	74	19	2	<b>3</b>	<b>2=100</b>
November, 1996	<b>96</b>	--	--	--	<b>2</b>	<b>2=100</b>
October, 1996	<b>98</b>	87	10	1	<b>1</b>	<b>1=100</b>
Late September, 1996	<b>98</b>	89	8	1	<b>1</b>	<b>1=100</b>
Early September, 1996	<b>96</b>	83	11	2	<b>2</b>	<b>2=100</b>
July, 1996	<b>95</b>	82	12	1	<b>3</b>	<b>2=100</b>
June, 1996	<b>96</b>	84	11	1	<b>2</b>	<b>2=100</b>
November, 1994*	<b>93</b>	--	--	--	<b>5</b>	<b>2=100</b>
October, 1994*	<b>95</b>	--	--	--	<b>3</b>	<b>2=100</b>
October, 1992	<b>98</b>	91	6	1	<b>1</b>	<b>1=100</b>
September, 1992	<b>98</b>	85	11	2	<b>1</b>	<b>1=100</b>
August, 1992	<b>97</b>	89	8	*	<b>1</b>	<b>2=100</b>
June, 1992	<b>97</b>	88	8	1	<b>1</b>	<b>2=100</b>
<b>Gallup:</b> November, 1988	<b>97</b>	87	9	1	<b>2</b>	<b>1=100</b>
October, 1988	<b>98</b>	--	--	--	<b>1</b>	<b>1=100</b>

\* Non-Presidential elections

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<sup>8</sup> In Early November 2002, Early November, 2000, Late October 1998, November 1996 and November 1994 the question was worded: "Do you yourself plan to vote in the election this Tuesday, or not?" In Early November 2002 "Yes, Plan to Vote" category includes people who volunteered that they already voted.

Q.7 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=1166]:**

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

**ASK FORM 1 ONLY:**

Q.8F1 How much would you say you know about John Kerry and what he stands for – a lot, a fair amount, just some, or very little?

**BASED ON REGISTERED VOTERS [N=569]:**

		<i>NBC/Wall St. Journal</i>		
		June	May	March
		<u>2004</u>	<u>2004</u>	<u>2004</u>
23	A lot	15	18	21
47	A fair amount	42	44	44
18	Just some	28	25	18
11	Very little	15	12	16
<u>1</u>	Don't know/Refused	<u>0</u>	<u>1</u>	<u>1</u>
100		100	100	100

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

**ASK FORM 1 ONLY:**

Q.9F1 As I read a list of phrases, tell me if you think each phrase better describes John Kerry or George W. Bush.  
**(INSERT ITEM; RANDOMIZE)**

		<b>BASED ON REGISTERED VOTERS [N=569]:</b>			<b>(VOL.)</b>	
		<u>George W. Bush</u>	<u>John Kerry<sup>10</sup></u>	<u>(VOL.) Neither</u>	<u>Both Equally</u>	<u>DK/Ref.</u>
a.F1	Would use good judgment in a crisis	50	38	2	3	7=100
	May, 2004	47	35	4	5	9=100
	Late March, 2004	46	36	2	3	13=100
	Mid-March, 2004	48	39	2	5	6=100
	Late-October, 2000	43	42	2	5	8=100
	Mid-October, 2000	40	42	5	8	5=100
	Early October, 2000	36	43	4	10	7=100
	September, 2000	38	44	3	8	7=100
	June, 2000	44	37	5	6	8=100
b.F1	Personally likable	43	41	2	8	6=100
	May, 2004	42	39	6	8	5=100
	Late March, 2004	40	40	5	8	7=100
	Mid-March, 2004	40	44	4	8	4=100
	Late-October, 2000	48	39	5	5	3=100
	Mid-October, 2000	44	38	5	9	4=100
	Early October, 2000	41	38	4	12	5=100
	September, 2000	37	44	3	12	4=100
	June, 2000	42	36	7	9	6=100
c.F1	Honest and truthful	42	38	12	2	6=100
	May, 2004	34	36	17	4	9=100
	Late March, 2004	37	38	12	3	10=100
	Mid-March, 2004	35	39	16	5	5=100
	Late-October, 2000	43	32	15	5	5=100
	Mid-October, 2000	38	30	19	6	7=100
	Early October, 2000	36	32	17	8	7=100
	September, 2000	35	37	13	9	6=100
	June, 2000	35	31	19	7	8=100
d.F1	Cares about people like me	39	45	7	3	6=100
	May, 2004	34	45	8	5	8=100
	Late March, 2004	38	42	9	3	8=100
	Mid-March, 2004	34	48	8	4	6=100
	Late-October, 2000	40	43	8	5	4=100
	Mid-October, 2000	40	42	7	7	4=100
	Early October, 2000	35	44	11	5	5=100
	September, 2000	31	47	9	7	6=100
e.F1	A strong leader	57	34	2	3	4=100
	May, 2004	50	31	8	4	7=100
	Late March, 2004	51	33	4	2	10=100
	Mid-March, 2004	52	34	4	4	6=100
	Late-October, 2000	44	41	6	6	3=100

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<sup>10</sup> In 2000 the question asked about Al Gore.

**Q.9F1 CONTINUED...**

		George	John	(VOL.)	(VOL.)	
		<u>W. Bush</u>	<u>Kerry<sup>11</sup></u>	<u>Neither</u>	<u>Both</u>	<u>DK/Ref.</u>
					<u>Equally</u>	
	Mid-October, 2000	42	39	9	6	4=100
	Early October, 2000	41	38	7	10	4=100
	September, 2000	44	38	7	6	5=100
f.F1	Willing to take a stand, even if it's unpopular	62	29	1	5	3=100
	May, 2004	65	23	3	4	5=100
	Late March, 2004	59	28	3	3	7=100
	Mid-March, 2004	63	27	1	5	4=100
	Late-October, 2000	49	35	7	4	5=100
	Mid-October, 2000	49	35	6	5	5=100
	Early October, 2000	43	35	8	6	8=100
	September, 2000	45	37	8	5	5=100
	June, 2000	46	32	9	5	8=100
g.F1	Is down to earth	48	39	5	4	4=100
	May, 2004	43	40	8	3	6=100
	Late March, 2004	44	36	7	5	8=100
	Mid-March, 2004	43	42	5	5	5=100
	May, 2000	41	46	5	2	6=100
h.F1	Stubborn	68	12	4	5	11=100
	May, 2004	68	12	4	5	11=100
i.F1	Changes his mind too much	28	47	7	5	13=100
	May, 2004	30	42	8	5	15=100

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<sup>11</sup> In 2000 the question asked about Al Gore.

**ASK FORM 2 ONLY:**

Q.10F2 Regardless of who you support, which one of the presidential candidates —George W. Bush or John Kerry — do you think would do the best job of **(INSERT ITEM; RANDOMIZE. IF RESPONDENT MENTIONS ANYONE OTHER THAN BUSH OR KERRY PROBE ONCE: "IF YOU HAD TO CHOOSE BETWEEN BUSH AND KERRY. . . ")** ?

**BASED ON REGISTERED VOTERS [N=597]:**

		George <u>W. Bush</u>	John <u>Kerry</u> <sup>12</sup>	(VOL.) <u>Neither</u>	<u>DK/Ref.</u>
a.F2	Improving economic conditions	37	52	3	8=100
	May, 2004	38	48	5	9=100
	Late March, 2004	39	44	6	11=100
	Mid-March, 2004	37	53	2	8=100
	Late-October, 2000 <sup>13</sup>	40	46	6	8=100
	Mid-October, 2000	37	49	3	11=100
	Early October, 2000	35	47	6	12=100
	September, 2000	38	46	5	11=100
	June, 2000	38	41	5	16=100
	March, 2000	42	46	4	8=100
b.F2	Improving the health care system	29	55	5	11=100
	May, 2004	29	51	7	13=100
	Late March, 2004	33	46	6	15=100
	Mid-March, 2004	29	57	4	10=100
	Late-October, 2000	38	47	5	10=100
	Mid-October, 2000	37	48	4	11=100
	Early October, 2000	36	49	5	10=100
	September, 2000	32	51	6	11=100
	June, 2000	31	44	6	19=100
	March, 2000	31	51	6	12=100
c.F2	Improving education	36	53	3	8=100
	May, 2004	35	50	5	10=100
	Late March, 2004	39	43	5	13=100
	Mid-March, 2004	36	52	3	9=100
	Late-October, 2000	41	45	4	10=100
	Mid-October, 2000	40	46	3	11=100
	Early October, 2000	41	43	6	10=100
	September, 2000	39	45	4	12=100
	June, 2000	34	44	5	17=100
	March, 2000	42	44	3	11=100
d.F2	Improving the job situation	35	53	5	7=100
	May, 2004	35	50	5	10=100
	Late March, 2004	37	45	7	11=100
	Mid-March, 2004	30	57	5	8=100

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<sup>12</sup> In 2000 the question asked about Al Gore.

<sup>13</sup> In 2000 the item was listed as "Keeping the economy strong."

**Q.10F2 CONTINUED...**

		George <u>W. Bush</u>	John <u>Kerry</u> <sup>14</sup>	(VOL.) <u>Neither</u>	<u>DK/Ref.</u>
e.F2	Improving morality in the country	41	45	4	10=100
f.F2	Making wise decisions about what to do in Iraq	44	46	3	7=100
	May, 2004	44	41	4	11=100
	Late March, 2004	49	37	4	10=100
	Mid-March, 2004	47	45	2	6=100
g.F2	Defending the country from future terrorist attacks	49	39	4	8=100
	May, 2004	52	33	5	10=100
	Late March, 2004	53	29	4	14=100
	Mid-March, 2004	57	32	4	7=100
h.F2	Making wise decisions about foreign policy	43	47	2	8=100
	May, 2004	43	42	4	11=100
	Late March, 2004	44	38	4	14=100
	Mid-March, 2004	44	45	3	8=100
	March, 2000	40	46	4	10=100

**QUESTIONS 11 HELD FOR FUTURE RELEASE**

**ASK ALL:**

Q.12 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?

		Late April <u>2004</u>	Late Feb <u>2004</u>	Mid- Jan <u>2004</u>	Oct <u>2003</u>	June <u>2002</u>	June <u>2001</u>	<i>U.S. News &amp; - World Report -</i>		
								Aug <u>1992</u>	May <u>1992</u>	Jan <u>1992</u>
34	Plenty of jobs available	30	31	27	24	31	42	15	16	12
55	Jobs are difficult to find	57	59	60	66	59	44	76	77	79
4	Lots of some jobs, few of others (VOL)	4	5	6	5	4	8	6	4	6
<u>7</u>	Don't know	<u>7</u>	<u>6</u>	<u>7</u>	<u>5</u>	<u>6</u>	<u>6</u>	<u>3</u>	<u>3</u>	<u>3</u>
100		100	100	100	100	100	100	100	100	100

On another subject...

Q.13 Are you interested in following what happens at the upcoming Republican National Convention in New York City, or aren't you that interested in the convention?

**IF '1' INTERESTED IN Q.13, ASK:**

Q.14 Would you say you are very interested or fairly interested?

		<i>Democratic Convention</i> July <u>2004</u>	<i>Republican Convention</i> July <u>2000</u>	<i>Republican Convention</i> July <u>1996</u>	<i>Democratic Convention</i> July <u>1992</u>
46	Interested	36	34	44	53
27	Very Interested	19	14	21	26
19	Fairly Interested/Don't know	17	20	23	27
53	Not interested	63	64	55	45
<u>1</u>	Don't know	<u>1</u>	<u>2</u>	<u>1</u>	<u>2</u>
100		100	100	100	100

<sup>14</sup> In 2000 the question asked about Al Gore.

**ASK FORM 1 ONLY [N=739]:**

Q.15F1 How much of the television coverage of the convention do you plan to watch... do you think you'll watch all or most of the coverage, some of it, just a little, or none of it?

		<i>Democratic Convention July 2004</i>	<i>Republican Convention July 2000</i>
22	All or most of the coverage	16	13
29	Some of it	29	28
28	Just a little	29	30
21	None of it	25	28
*	Don't know/Refused	<u>1</u>	<u>1</u>
100		100	100

**NO QUESTION 16**

**ASK FORM 1 ONLY [N=739]:**

Q.17F1 Now I'd like your views on some people and organizations. (First,) would you say your overall opinion of... [INSERT ITEM; RANDOMIZE] is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? [INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]

	-----Favorable-----			-----Unfavorable-----			Never Heard of	Can't Rate
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>		
a.F1 George W. Bush	58	27	31	39	22	17	0	3=100
June, 2004	52	19	33	45	22	23	*	3=100
Early February, 2004	53	21	32	44	25	19	0	3=100
Gallup: January 29 - February 1, 2004	52	--	--	47	--	--	--	1=100
Gallup: January 2-5, 2004	65	--	--	35	--	--	--	*=100
Gallup: October 6-8, 2003	60	--	--	39	--	--	--	1=100
Gallup: June 9-10, 2003	66	--	--	33	--	--	--	1=100
April, 2003	72	37	35	25	11	14	0	3=100
December, 2002	68	35	33	27	11	16	0	5=100
July, 2001	61	22	39	35	14	21	*	4=100
January, 2001	60	24	36	33	12	21	0	7=100
May, 2000	58	18	40	31	12	19	1	10=100
March, 1999**	61	21	40	21	7	14	4	14=100
November, 1997**	54	13	41	18	6	12	9	19=100

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

b.F1 John Kerry	56	23	33	36	14	22	1	7=100
June, 2004	50	11	39	41	16	25	0	9=100
Early February, 2004	58	14	44	28	8	20	1	13=100
January, 2003	30	6	24	16	4	12	36	18=100
Clinton: August, 1992 (RVs)	63	16	47	35	11	24	0	2=100
Clinton: July, 1992	59	17	42	34	9	25	0	7=100
Dukakis: August, 1988 (RVs)	59	17	42	33	11	22	8=100	
c.F1 Ralph Nader	26	4	22	44	18	26	7	23=100
June, 2004	26	4	22	44	20	24	4	26=100
Gallup: March 26-28, 2004	30	--	--	48	--	--	7	15=100
Gallup: August 3-5, 2001	42	--	--	31	--	--	13	14=100

**Q.17F1 CONTINUED...**

	-----Favorable-----			-----Unfavorable-----			Never Heard of	Can't Rate
	Total	Very	Mostly	Total	Very	Mostly		
<i>Gallup</i> : July 14-16, 2000	42	--	--	22	--	--	17	19=100
<i>Gallup</i> : June 6-7, 2000	36	--	--	22	--	--	18	24=100
<i>Gallup</i> : April 28-30, 2000	41	--	--	20	--	--	18	21=100
d.F1 John Edwards	58	22	36	24	6	18	4	14=100
Early February, 2004	42	9	33	24	7	17	8	26=100
January, 2003	22	4	18	14	4	10	43	21=100
<b>Gore</b> : August, 1992 (RVs)	66	22	44	20	5	15	2	12=100
<b>Gore</b> : July, 1992	47	15	32	19	5	14	6	28=100
<b>Bentsen</b> : August, 1988 (RVs)	48	12	36	18	5	13	34	=100
e.F1 Dick Cheney	47	13	34	41	20	21	2	10=100
April, 2003	60	21	39	27	12	15	3	10=100
December, 2002	59	20	39	26	10	16	5	10=100
July, 2001	58	19	39	26	6	20	6	10=100
January, 2001	62	20	42	18	5	13	2	18=100
December, 1994	42	10	32	19	5	14	21	18=100
March, 1991**	68	33	35	6	2	4	10	16=100
May, 1990**	20	3	17	11	3	8	44	25=100
** In March 1991 and May 1990 the category was listed: "Richard Cheney."								
f.F1 Laura Bush	70	35	35	18	8	11	2	10=100
December, 2002	71	33	38	12	5	7	2	15=100
July, 2001	64	21	43	17	5	12	1	18=100
May, 2000**	41	10	31	11	4	7	16	32=100
**In May 2000 the category was listed: George W. Bush's wife, Laura Bush."								
g.F1 Teresa Heinz Kerry	43	15	28	30	13	17	8	19=100
<b>Tipper Gore</b> : May, 2000	52	12	40	19	8	11	8	21=100
<b>Elizabeth Dole</b> : April, 1996	43	11	32	26	9	17	5	26=100

**ASK FORM 2 ONLY [N=773]:**

Thinking now about the president...

Q.18F2 Do you approve or disapprove of the way George W. Bush is handling [INSERT ITEM; RANDOMIZE]?  
 [IF DK ENTER AS DK. IF "DEPENDS" PROBE ONCE WITH: Overall, do you approve or disapprove of the way George W. Bush is handling [ITEM]? IF STILL DEPENDS ENTER AS DK]

	<u>Approve</u>	<u>Disapprove</u>	<u>DK/Ref.</u>
a.F2 The economy	42	52	6=100
July, 2004	42	52	6=100
June, 2004	43	50	7=100
Late April, 2004	42	51	7=100
Early April, 2004	39	53	8=100
Mid-January, 2004	47	47	6=100
September, 2003	43	48	9=100
February, 2003	43	48	9=100
January, 2003	47	45	8=100
June, 2002	53	36	11=100
January, 2002	60	28	12=100
Early September, 2001	47	44	9=100
February, 2001	50	22	28=100
<b>Clinton:</b> Early September, 1998	71	23	6=100
<b>Clinton:</b> September, 1997	60	34	6=100
<b>Clinton:</b> January, 1996	50	42	8=100
<b>Clinton:</b> June, 1995	46	46	8=100
<b>Clinton:</b> October, 1994	45	46	9=100
<b>Clinton:</b> July, 1994	38	56	6=100
<b>Bush, Sr.:</b> August, 1990	40	52	8=100
<b>Bush, Sr.:</b> May, 1990	42	47	11=100

**QUESTIONS 18B-D THROUGH QUESTION 45 HELD FOR FUTURE RELEASE**

**ROTATE Q.46/Q.47 BLOCK WITH Q.49/Q50 BLOCK**

On a different subject...

Q.46 How would you rate economic conditions in this country today... as excellent, good, only fair, or poor?

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't know/Refused</u>
August, 2004	3	30	45	21	1=100
Late April, 2004	4	34	38	22	2=100
Late February, 2004	2	29	42	26	1=100
February 9-12, 2004 ( <i>Gallup</i> )	2	31	46	21	0=100
January 12-15, 2004 ( <i>Gallup</i> )	3	34	42	21	0=100
January 2-5, 2004 ( <i>Gallup</i> )	3	40	41	16	*=100
December 11-14, 2003 ( <i>Gallup</i> )	3	34	44	19	*=100
November 3-5, 2003 ( <i>Gallup</i> )	2	28	49	21	*=100
October 24-26, 2003 ( <i>Gallup</i> )	2	24	44	30	*=100
October 6-8, 2003 ( <i>Gallup</i> )	2	20	50	27	1=100
September 8-10, 2003 ( <i>Gallup</i> )	1	20	49	30	*=100
August 4-6, 2003 ( <i>Gallup</i> )	1	24	52	23	*=100
August 5-8, 2002 ( <i>Gallup</i> )	1	27	52	19	1=100
August 16-19, 2001 ( <i>Gallup</i> )	2	34	49	14	1=100
August 18-19, 2000 ( <i>Gallup</i> )	25	49	21	4	1=100

**Q.46 CONTINUED...**

			Only	Don't know/	
	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Refused</u>
August 24-26, 1999 ( <i>Gallup</i> )	14	50	28	7	1=100
September 1, 1998 ( <i>Gallup</i> )	11	54	25	9	1=100
August 22-25, 1997 ( <i>Gallup</i> )	8	41	38	13	*=100
October 26-29, 1996 ( <i>Gallup</i> )	5	42	39	13	1=100
November 6-8, 1995 ( <i>Gallup</i> )	2	28	47	22	1=100
July 15-17, 1994 ( <i>Gallup</i> )	1	26	52	21	*=100
June 29-30, 1993 ( <i>Gallup</i> )	1	14	52	32	1=100
Aug. 31-Sept., 1992 ( <i>Gallup</i> )(RVs)	1	9	37	53	*=100

Q.47 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/			
	<u>Better</u>	<u>Worse</u>	<u>Same</u>	<u>Refused</u>
August, 2004	36	9	47	8=100
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 <i>Newsweek</i>	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 <i>Newsweek</i> (RVs)	35	13	49	3=100

**NO QUESTION 48**

Thinking about your own personal finances...

Q.49 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?

	Don't Know/				
	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Refused</u>
August, 2004	9	42	34	14	1=100
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

**Q.49 CONTINUED...**

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know/ Refused</u>
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 <i>U.S. News&amp;World Report</i>	4	33	46	16	1=100
October, 1992 <i>U.S. News&amp;World Report</i>	6	34	40	19	1=100
August, 1992 <i>U.S. News&amp;World Report</i>	5	30	47	17	1=100
May, 1992 <i>U.S. News&amp;World Report</i>	4	35	45	15	1=100
January, 1992 <i>U.S. News&amp;World Report</i>	4	32	45	18	1=100

Q.50 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>	<u>Same (VOL.)</u>	<u>Stay the Don't Know/ Refused</u>
August, 2004	13	57	9	3	12	6=100
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 <i>U.S. News &amp; W. Report</i>	9	51	14	3	15	8=100
August, 1992 <i>U.S. News &amp; W. Report</i>	6	50	20	5	14	5=100
May, 1992 <i>U.S. News &amp; W. Report</i>	8	49	22	4	13	4=100
January, 1992 <i>U.S. News &amp; W. Report</i>	9	46	19	5	16	5=100

**QUESTIONS 51-59 HELD FOR FUTURE RELEASE**

**ASK ALL:**

Q.60 How worried are you that there will soon be another terrorist attack in the United States? **[READ]**

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

**ASK FORM 1 ONLY [N=739]:**

Q.61F1 Which of these statements comes closest to your view? **[READ AND ROTATE]**

28	The government is putting out too many warnings that turn out to be false alarms
	OR...
66	The government should be giving the public all the warnings it can, even if they turn out to be false alarms
*	Both <b>(VOL)</b>
2	Neither <b>(VOL)</b>
<u>4</u>	Don't know/Refused <b>(VOL)</b>
100	

**ASK FORM 2 ONLY [N=773]:**

Q.62F2 There has been some discussion about whether the recent Code Orange terror alert was raised **[READ AND ROTATE** (for political purposes) or (as a genuine effort to warn the public).] Do you think the government recently raised the terrorist alert level... **[READ AND ROTATE IN SAME ORDER]**

- 34 Mostly for political purposes  
OR
- 57 Mostly as a genuine effort to warn the public
- 2 Both **(VOL)**
- \* Neither **(VOL)**
- 7 Don't know/Refused **(VOL)**
- 100

**ASK ALL:**

Now, just a few questions for statistical purposes only.

INT1 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

INT2 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	<i>Computer User</i>			<b>Based on Total Respondents:</b> <i>Goes Online</i>		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
August, 2004	75	25	*=100	67	33	0=100
April, 2004	73	27	0=100	66	34	*=100
March, 2004 <sup>15</sup>	75	25	*=100	68	32	*=100
August, 2003	77	23	*=100	67	33	*=100
Mid-July, 2003	75	25	*=100	65	35	*=100
January, 2003	76	24	0=100	67	33	*=100
December, 2002	76	24	*=100	67	33	*=100
Early October, 2002	75	25	*=100	63	37	*=100
August, 2002	78	22	*=100	69	31	*=100
June, 2002	74	26	*=100	66	34	*=100
May, 2002	75	25	*=100	66	34	*=100
April, 2002	71	29	*=100	62	38	0=100
February, 2002	71	29	*=100	62	38	0=100
January, 2002	73	27	0=100	62	38	0=100
Mid-November, 2001	73	27	0=100	62	38	0=100
Mid-September, 2001	72	28	*=100	62	38	*=100
June, 2001	72	28	*=100	62	38	0=100
May, 2001	75	25	*=100	64	36	0=100
April, 2001	72	28	*=100	62	38	0=100
February, 2001	72	28	0=100	60	40	*=100
January, 2001	71	29	*=100	61	39	0=100
July, 2000	68	31	1=100	55	45	*=100
June, 2000	68	31	1=100	56	44	*=100
April, 2000	68	32	*=100	54	46	*=100
March, 2000 <sup>16</sup>	72	28	0=100	61	39	0=100

<sup>15</sup> Beginning in 2004, the online use question is asked of all respondents (in previous years it was asked only of those who identified themselves as computer users). This modification was made to adjust to changes in technology and means of access to the Internet, and increases the percent who are classified as Internet users by 1-2 percentage points.

<sup>16</sup> In March 2000, "or anywhere else" was added to the question wording.

**INT1/INT2 CONTINUED...**

**Based on Total Respondents:**

	<i>Computer User</i>			<i>Goes Online</i>		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
February, 2000	67	33	*=100	52	48	0=100
January, 2000	68	32	*=100	52	48	*=100
December, 1999	67	33	*=100	53	47	0=100
October, 1999	67	33	*=100	50	50	0=100
Late September, 1999	68	32	*=100	52	48	*=100
September, 1999	70	30	*=100	53	47	0=100
August, 1999	67	33	*=100	52	48	0=100
July, 1999	68	32	*=100	49	51	0=100
June, 1999	64	35	1=100	50	50	*=100
May, 1999	66	33	1=100	48	52	0=100
April, 1999	71	29	*=100	51	49	*=100
March, 1999	68	32	*=100	49	51	*=100
February, 1999	68	32	*=100	49	51	*=100
January, 1999	69	31	*=100	47	53	*=100
Early December, 1998	64	36	*=100	42	58	0=100
November, 1998	--	--	--	37	63	*=100
Early September, 1998	64	36	*=100	42	58	*=100
Late August, 1998	66	34	0=100	43	57	*=100
Early August, 1998	66	34	*=100	41	59	*=100
April, 1998	61	39	*=100	36	64	0=100
January, 1998	65	35	*=100	37	63	0=100
November, 1997	66	34	*=100	36	63	1=100
June, 1997	60	40	0=100	29	71	0=100
Early September, 1996	56	44	*=100	22	78	0=100
July, 1996	56	44	*=100	23	77	0=100
April, 1996	58	42	*=100	21	79	*=100
March, 1996	61	39	*=100	22	78	0=100
February, 1996	60	40	0=100	21	79	*=100
January, 1996	59	41	0=100	21	79	0=100
June, 1995 <sup>17</sup>	--	--	--	14	86	*=100

<sup>17</sup>

The 1995 figure combines responses from two separate questions: (1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?) (2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?