



1101 Connecticut Avenue NW, Suite 200
Washington, DC 20036
(202) 463-7300

Interview dates: October 4-6, 2004

Regular sample interviews: 1,000 adults, 821 registered voters

Regular sample margin of error: ± 3.1 for all adults, ± 3.4 registered voters

With additional interviews, 1,541 adults, 1,273 registered voters, 944 likely voters

Full sample margin of error: ± 2.5 for all adults, ± 2.7 registered voters, ± 3.2 likely voters

**THE ASSOCIATED PRESS POLL
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NOTE: all results shown are percentages unless otherwise labeled.

REGISTERED VOTERS/ PARTY IDENTIFICATION (INCLUDES ADDITIONAL SAMPLE)

1. Are you currently registered to vote at this address, or not?

	ALL ADULTS
Yes.....	78
No	22
Refused/not sure	-

- 2a. Do you consider yourself a Democrat, a Republican, an Independent or none of these? *

(IF "DEMOCRAT" TO Q.2a, Q.2b ASKED. IF "REPUBLICAN" TO Q.2a, Q.2c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.2a, Q.2d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

- 2b. Do you lean strongly or only moderately toward the Democratic Party?
2c. Do you lean strongly or only moderately toward the Republican Party?
2d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

	REGISTERED VOTERS
Strongly Republican	23
Moderately Republican	23
Definitely Independent/neither.....	7
Moderately Democrat.....	24
Strongly Democrat	22
Refused/not sure	1
Total Republican	46
Total Democrat	46

* Half the respondents were asked party identification in this location, the other half were asked at the end of the survey with the other demographic questions. Results for the respondents who were asked the question early were 45% Republican, 47% Democrat. For the respondents asked later in the survey, the results were 47% Republican, 45% Democrat.

POLITICAL STUDY (INCLUDES ADDITIONAL SAMPLE)

1. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

ALL ADULTS							
	<u>10/4 - 6/04</u>	<u>9/20 - 22/04</u>	<u>9/7 - 9/04</u>	<u>8/3 - 5/04</u>	<u>7/5 - 7/04</u>	<u>6/7 - 9/04</u>	<u>5/3 - 5/04</u>
Right direction.....	40	45	44	39	41	40	38
Wrong track	56	52	52	59	56	56	58
Not sure	4	3	4	2	3	4	4
	<u>4/5 - 7/04</u>	<u>3/1 - 3/04</u>	<u>2/2 - 4/04*</u>	<u>1/5 - 7/04**</u>	<u>12/15 - 17/03**</u>	<u>12/1 - 3/03</u>	<u>11/18 - 20/03</u>
	38	35	44	49	47	43	38
	57	60	52	46	48	51	56
	5	5	4	5	5	6	6
	2 nd Quarter <u>AMJ 04</u>	1 st Quarter <u>JFM 04</u>	4 th Quarter <u>OND 03</u>	3 rd Quarter <u>JAS 03</u>	2 nd Quarter <u>AMJ 03</u>	1 st Quarter <u>JFM 03</u>	1 Year Ago 10/7 - <u>9/03</u>
	39	44	43	41	52	41	39
	57	52	51	53	42	50	54
	4	4	6	6	6	9	7

* Half of sample was asked this question at start of interview, half after questions about the economy. There was no significant difference in the results.

** These results reflect responses among half the respondents.

2. Overall, do you approve, disapprove or have mixed feelings about the way George W. Bush is handling his job as President? **(IF APPROVE OR DISAPPROVE, ASK:)** Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? **(IF HAVE MIXED FEELINGS OR NOT SURE, ASK:)** If you had to choose, do you lean more toward approve or disapprove?

	LIKELY VOTERS		
	10/4 - 6/04	9/20 - 22/04	9/7 - 9/04
Strongly approve	34	37	37
Somewhat approve	7	9	9
Lean toward approval	5	7	6
Still have mixed feelings	1	1	1
Lean toward disapproval	10	8	10
Somewhat disapprove	5	4	3
Strongly disapprove	38	34	34
Not sure	-	-	-
Total Approve	46	54	52
Total Disapprove	53	46	48
<i>Mean Rating¹</i>	<i>3.9</i>	<i>4.2</i>	<i>4.1</i>

	REGISTERED VOTERS						
	8/3 - 5/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04
Strongly approve	30	31	27	27	28	28	27
Somewhat approve	10	9	12	11	9	10	10
Lean toward approval	9	10	9	11	11	10	9
Still have mixed feelings	1	1	2	2	2	3	4
Lean toward disapproval	13	11	13	14	13	16	16
Somewhat disapprove	5	5	7	5	5	4	5
Strongly disapprove	32	33	30	30	32	29	29
Not sure	-	-	-	-	-	-	-
Total Approve	49	50	48	48	48	48	47
Total Disapprove	50	48	50	50	50	49	50
<i>Mean Rating¹</i>	<i>4.0</i>	<i>4.0</i>	<i>4.0</i>	<i>4.0</i>	<i>4.0</i>	<i>4.0</i>	<i>4.0</i>
	1/5 - 7/04	12/15 - 17/03	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03	10/21 - 23/03	10/7 - 9/03
	33	38	30	29	29	28	27
	11	11	12	9	12	13	13
	12	10	10	12	12	13	11
	1	2	3	3	2	2	3
	15	14	13	14	12	13	13
	5	4	7	6	5	7	7
	22	21	25	27	28	23	26
	1	-	-	-	-	1	-
	56	59	53	50	52	55	51
	42	39	44	47	46	43	46
	<i>4.4</i>	<i>4.6</i>	<i>4.2</i>	<i>4.1</i>	<i>4.1</i>	<i>4.3</i>	<i>4.1</i>

¹Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

Q.2 (cont.)

	2 nd Quarter <u>AMJ 04</u>	1 st Quarter <u>JFM 04</u>	4 th Quarter <u>OND 03</u>	3 rd Quarter <u>JAS 03</u>	2 nd Quarter <u>AMJ 03</u>	1 st Quarter <u>JFM 03</u>	1 Year Ago 10/7 - 9/03
Strongly approve.....	27	30	30	31	39	34	27
Somewhat approve	11	10	12	15	12	13	13
Lean toward approval	10	10	11	10	11	10	11
Still have mixed feelings	2	2	3	2	2	4	3
Lean toward disapproval.....	13	16	13	14	13	13	13
Somewhat disapprove	6	5	6	5	4	5	7
Strongly disapprove	31	27	25	22	18	20	26
Not sure	-	-	-	1	1	1	-
Total Approve.....	48	50	53	56	62	56	51
Total Disapprove.....	50	47	44	41	35	39	46
<i>Mean Rating¹</i>	<i>4.0</i>	<i>4.2</i>	<i>4.3</i>	<i>4.4</i>	<i>4.8</i>	<i>4.5</i>	<i>4.1</i>

¹Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

3. And when it comes to **(READ ISSUE)** do you approve or disapprove or have mixed feelings about the way George W. Bush is handling that issue?

(IF APPROVE OR DISAPPROVE, ASK:) Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? **(IF HAVE MIXED FEELINGS OR NOT SURE, ASK:)** If you had to choose, do you lean more toward approve or disapprove?

	Strongly Ap- prove	Some- what Ap- prove	Lean Toward Ap- proval	Still Have Mixed Feelings	Lean Toward Disap- proval	Some- what Disap- prove	Strongly Disap- prove	Not Sure	Total Ap- prove	Total Disap- prove	Mean- Rating ¹
Handling the economy											
LIKELY VOTERS											
10/4-6/04	28	11	7	1	8	7	38	-	47	52	3.8
9/20-22/04	33	13	6	1	8	7	32	-	53	46	4.2
9/7-9/04	31	13	7	1	7	6	35	-	51	48	4.0
REGISTERED VOTERS											
8/3-5/04	26	14	7	1	8	10	33	1	46	52	3.8
7/5-7/04	29	13	7	1	10	9	31	-	49	50	4.0
6/7-9/04	23	15	9	2	11	9	30	1	47	50	3.9
5/3-5/04	24	13	6	2	13	11	31	-	43	55	3.8
4/5-7/04	23	12	9	2	11	9	34	-	45	53	3.7
3/1-3/04	23	13	9	2	10	10	33	-	45	53	3.7
2/2-4/04	19	16	9	2	12	8	33	1	44	53	3.7
1/5-7/04	25	17	11	2	10	8	25	2	53	44	4.2
12/15-17/03	23	19	13	1	11	8	24	1	55	43	4.2
12/1-3/03	26	16	8	2	11	9	27	1	50	47	4.1
11/18-20/03	21	15	10	3	12	10	29	-	46	51	3.8
11/4-6/03	23	16	10	3	9	10	28	1	49	47	4.0
10/21-23/03	20	16	12	3	10	8	30	1	48	49	3.9
2nd quarter AMJ 04.....	23	13	8	2	11	10	32	1	45	53	3.8
1st quarter JFM 04	22	15	10	2	11	9	30	1	47	50	3.9
4 th quarter OND 03	22	16	11	2	11	9	28	1	49	48	3.9
3 rd quarter JAS 03.....	20	16	12	2	11	9	29	1	48	49	3.9
2nd quarter AMJ 03.....	22	16	12	3	11	8	27	1	51	46	4.0
1st quarter JFM 03	21	16	11	3	11	10	26	2	49	46	4.0
1 year ago 10/7-9/03	19	14	12	2	11	12	29	1	45	52	3.7

¹Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

Q.3 (cont.)	Strongly Ap- prove	Some- what Ap- prove	Lean Toward Ap- proval	Still Have Mixed Feelings	Lean Toward Disap- proval	Some- what Disap- prove	Strongly Disap- prove	Not Sure	Total Ap- prove	Total Disap- prove	Mean- Rating ¹
Handling domestic issues like health care, education, the environment and energy											
LIKELY VOTERS											
10/4-6/04	23	13	8	1	8	7	40	-	43	56	3.6
9/20-22/04	25	15	10	1	8	7	34	-	50	49	3.9
9/7-9/04	24	15	10	1	6	7	37	-	48	50	3.8
REGISTERED VOTERS											
8/3-5/04	21	15	9	1	12	8	34	-	45	54	3.7
7/5-7/04	20	16	10	1	10	7	36	-	46	52	3.7
6/7-9/04	16	14	11	1	13	10	34	1	41	57	3.5
5/3-5/04	17	16	8	2	13	9	34	1	42	55	3.6
4/5-7/04	18	16	10	2	11	7	35	1	43	53	3.6
3/1-3/04	17	16	12	2	13	9	31	-	45	53	3.7
2/2-4/04	16	16	10	2	13	9	33	1	42	55	3.6
1/5-7/04	18	17	14	1	13	7	29	1	49	49	3.9
12/1-3/03	19	19	9	3	9	12	28	1	47	49	3.9
11/18-20/03	16	17	12	3	13	10	28	1	45	51	3.8
11/4-6/03	19	16	10	3	12	8	31	1	45	51	3.8
10/21-23/03	16	16	14	3	14	10	26	1	47	50	3.8
2nd quarter AMJ 04.....	17	15	10	2	12	9	34	1	42	55	3.6
1st quarter JFM 04	17	16	12	2	13	8	31	1	45	52	3.7
4 th quarter OND 03	17	17	11	3	12	10	29	1	45	51	3.8
3 rd quarter JAS 03.....	19	17	13	2	12	9	27	1	49	48	3.9
2nd quarter AMJ 03.....	19	18	13	3	12	8	26	1	50	47	4.0
1st quarter JFM 03	21	17	11	4	12	9	25	1	49	46	4.0
1 year ago 10/7-9/03	17	16	11	3	13	8	30	2	44	51	3.7

¹Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

Q.3 (cont.)

	Strongly Ap- prove	Some- what Ap- prove	Lean Toward Ap- proval	Still Have Mixed Feelings	Lean Toward Disap- proval	Some- what Disap- prove	Strongly Disap- prove	Not Sure	Total Ap- prove	Total Disap- prove	Mean- Rating ¹
(ASKED OF HALF THE REGISTERED VOTERS)											
Handling foreign policy issues and the war on terrorism											
LIKELY VOTERS											
10/4-6/04	38	5	6	1	10	6	34	-	49	50	4.1
9/20-22/04	43	9	3	-	8	5	32	-	55	45	4.4
9/7-9/04	45	6	4	-	7	6	31	1	54	45	4.4
REGISTERED VOTERS											
8/3-5/04	38	7	6	-	12	7	30	-	51	49	4.2
7/5-7/04	37	8	7	1	10	6	31	-	51	48	4.2
6/7-9/04	36	8	7	1	15	6	27	-	51	48	4.2
5/3-5/04	32	9	10	3	15	6	25	-	50	47	4.2
4/5-7/04	38	10	7	1	13	5	26	-	55	43	4.4
(PRIOR TO APRIL 5-7, 2004 - THIS ITEM WAS ASKED OF ALL THE REGISTERED VOTERS)											
3/1-3/04	36	12	6	1	13	7	25	-	54	45	4.4
2/2-4/04	35	11	8	2	14	6	24	-	53	45	4.3
1/5-7/04	39	11	9	1	13	6	20	1	60	38	4.7
12/15-17/03	43	11	8	1	14	5	17	1	63	35	4.9
12/1-3/03	36	12	7	3	12	7	23	-	54	43	4.4
11/18-20/03	32	13	7	3	14	7	23	1	52	44	4.3
11/4-6/03	33	11	7	2	12	6	28	1	51	46	4.2
10/21-23/03	35	10	10	2	14	6	22	1	55	41	4.5
2nd quarter AMJ 04.....	35	9	8	2	14	6	26	-	52	46	4.3
1st quarter JFM 04	37	11	8	1	13	6	23	1	56	43	4.5
4 th quarter OND 03	36	11	8	2	14	6	22	1	55	42	4.4
3 rd quarter JAS 03.....	40	11	9	2	12	6	20	-	60	38	4.7
2nd quarter AMJ 03.....	48	11	9	2	10	5	14	1	68	29	5.2
1st quarter JFM 03	41	11	8	3	11	5	20	1	60	36	4.7
1 year ago 10/7-9/03	34	11	8	2	15	7	22	1	53	44	4.4
(ASKED OF THE OTHER HALF OF THE REGISTERED VOTERS)											
Handling the situation in Iraq											
LIKELY VOTERS											
10/4-6/04	33	5	6	2	8	4	42	-	44	54	3.7
9/20-22/04	37	6	8	1	7	6	35	-	51	48	4.1
REGISTERED VOTERS											
7/5-7/04	31	10	7	1	9	4	38	-	47	51	3.9
6/7-9/04	28	9	6	2	10	5	40	-	43	55	3.7
5/3-5/04	26	10	10	3	13	4	34	-	46	51	3.9
2 nd quarter AMJ 04 ²	27	9	8	3	11	5	37	-	44	53	3.8

¹Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

²This item was asked only in May and June (773 registered voters).

(ASKED ONLY OF REGISTERED VOTERS.)

LV1. Sometimes things come up and people are not able to vote. In the 2000 election for President, did you happen to vote? (IF NO, ASK:) Why not?

	<u>LIKELY VOTERS</u>	<u>REGISTERED VOTERS</u>	<u>ALL ADULTS</u>
Voted In 2000.....	91	86	67
Did Not Vote In 2000	9	14	11
- Did not live in state/district at the time	1	1	1
- Too young to vote at the time	3	3	2
- Not registered, too busy, something came up	2	4	3
- Other	3	6	4
- Not sure why not.....	-	-	1
Not Sure/Refused If Voted in 2000.....	-	-	-
Not Registered To Vote	N/A	N/A	22

(ASKED ONLY OF REGISTERED VOTERS.)

LV2. On November 2nd, the election for President will be held. Using a 1-to-10 scale, where 10 means you are completely certain you will vote and 1 means you are completely certain you will NOT vote, how likely are you to vote in the upcoming presidential election? You can use any number between 1 and 10, to indicate how strongly you feel about your likelihood to vote.

	<u>LIKELY VOTERS</u>	<u>REGISTERED VOTERS</u>	<u>ALL ADULTS</u>
10, certain to vote	95	86	67
9.....	3	4	4
8.....	2	4	3
7.....	-	2	1
6.....	-	1	1
5.....	-	2	1
4.....	-	-	-
3.....	-	-	-
2.....	-	-	-
1, certain will NOT vote.....	-	1	1
Not sure	-	-	-
Not Registered to Vote	-	-	22
Total Likely To Vote (8-10)	100	94	73
Total Less Likely To Vote (1-7)	-	6	5

(ASKED OF ALL ADULTS.)

LV3. How much interest do you have in following news about the campaign for President, a great deal, quite a bit, only some, very little, or no interest at all?

	<u>LIKELY VOTERS</u>	<u>REGISTERED VOTERS</u>	<u>ALL ADULTS</u>
A great deal.....	60	44	39
Quite a bit.....	40	30	30
Only some.....	-	19	20
Very little	-	4	7
No interest at all	-	3	4
Not sure	-	-	-
Total Great Deal/Quite a Bit.....	100	75	69
Total Only Some or Less.....	-	25	31

Likely voters - (61%) Respondents who say they have a great deal or quite a bit of interest in following news about the campaign (Q.LV3) AND one of the following:

- Voted in 2000 (Q.LV1) AND rating of 8-10 (Q.LV2), OR;
- Did not vote in 2000 because too young to vote (Q.LV1) AND rating of 8-10, OR;
- Did not vote in 2000 for reason other than too young AND rating of 10.

EV1. Have you already voted in the upcoming November general election by going to an early voting location, or by mailing in an early voting or absentee ballot, or not? (If NO, or NOT SURE, ASK:) Do you plan to vote early or will you vote on election day?

	<u>LIKELY VOTERS</u>	<u>REGISTERED VOTERS</u>	<u>ALL ADULTS</u>
Yes, Have Voted.....	5	4	4
No, Have Not Voted	95	96	96
- Will vote early	15	14	12
- Will vote on election day	80	80	75
- (NOT READ) Will not vote	-	1	8
- Not sure/refused if voting early	-	1	1
Not Sure/Refused If Voted Early....	-	-	-

(ASKED ONLY OF THOSE WHO SAY THEY HAVE ALREADY VOTED IN Q.EV1.)

EV2. For whom did you vote -- George W. Bush for President and Dick Cheney for Vice President, the Republicans, John Kerry for President and John Edwards for Vice President, the Democrats, or Ralph Nader for President and Peter Camejo for Vice President, the Independents?

	<u>LIKELY VOTERS</u>	<u>REGISTERED VOTERS</u>
Voted Early.....	5	4
- Bush-Cheney, the Republicans	2	2
- Kerry-Edwards, the Democrats.....	2	2
- Nader-Camejo, the Independents.....	-	-
- (NOT READ) None/other candidate	-	-
- Not sure/refused who for	-	-
Did Not/Will Not Vote Early (Q.EV1)	95	96

4a/b. If the election for President and Vice President were held today and the candidates were George W. Bush for President and Dick Cheney for Vice President, the Republicans, and John Kerry for President and John Edwards for Vice President, the Democrats, and Ralph Nader for President and Peter Camejo for Vice President, the Independents, for whom would you vote? (IF UNDECIDED/ NONE/NOT SURE, ASK:) Do you lean more toward...?

	LIKELY VOTERS			REGISTERED VOTERS			
	10/4 - 6/04	9/20 - 22/04	9/7 - 9/04	8/3 - 5/04	7/6 - 7/04	6/7 - 9/04 ¹	2 nd Quarter AMJ 04
TOTAL BUSH-CHENEY	46	52	51	45	50	44	46
- Bush-Cheney, the Republicans	43	51	50	44	49	44	44
- Already voted for Bush-Cheney	2	N/A	N/A	N/A	N/A	N/A	N/A
- Undecided, lean Bush-Cheney	1	1	1	2	1	1	1
TOTAL KERRY-EDWARDS	50	45	46	48	46	47	42
- Kerry-Edwards, the Democrats	47	43	45	45	46	46	42
- Already voted for Kerry-Edwards	2	N/A	N/A	N/A	N/A	N/A	N/A
- Undecided, lean Kerry-Edwards	1	1	1	2	-	1	2
TOTAL NADER-CAMEJO	2	1	1	3	2	6	6
- Nader-Camejo, the Independents	2	1	1	3	2	6	6
- Already voted for Nader-Camejo	-	N/A	N/A	N/A	N/A	N/A	N/A
- Undecided, lean Nader-Camejo	-	1	-	1	-	-	1
(NOT READ) None/other candidate	1	1	1	2	1	1	3
Not sure	1	1	1	1	1	1	1
Already voted, other/(DK/REF)	-	N/A	N/A	N/A	N/A	N/A	N/A

¹In June, the question did not mention Peter Camejo.

(ASKED ONLY OF THOSE WHO SELECT A CANDIDATE IN Q.4a.)

4c. In November, will you definitely vote for those candidates, probably vote for those candidates, or do you think you could change your mind before the election in November?

	LIKELY VOTERS					
	Would Vote for Bush-Cheney			Would Vote for Kerry-Edwards		
	10/4 - 6/04	9/20 - 22/04	9/7 - 9/04	10/4 - 6/04	9/20 - 22/04	9/7 - 9/04
Definitely will vote for candidates	86	84	81	78	77	77
Probably will vote for candidates	10	12	14	15	17	17
Could change mind	4	4	5	7	6	6
Not sure	-	-	-	-	-	-

	REGISTERED VOTERS			
	Would Vote for Bush-Cheney		Would Vote for Kerry-Edwards	
	8/3 - 5/04	7/6 - 7/04	8/3 - 5/04	7/6 - 7/04
Definitely will vote for candidates	78	68	71	59
Probably will vote for candidates	16	20	21	27
Could change mind	6	11	8	14
Not sure	-	1	-	-

<i>BUSH-CHENEY VS. KERRY-EDWARDS: HIERARCHICAL VOTE WITH "LEANERS"</i>					
	LIKELY VOTERS			REGISTERED VOTERS	
	10/4 - 6/04	9/20 - 22/04	9/7 - 9/04	8/3 - 5/04	7/6 - 7/04
Strong Bush-Cheney	38	43	40	32	34
Weak Bush-Cheney	7	9	10	14	16
TOTAL BUSH-CHENEY	46	52	51	45	50
Strong Kerry-Edwards	39	33	35	31	27
Weak Kerry-Edwards	11	11	12	17	19
TOTAL KERRY-EDWARDS	50	45	46	48	46
Nader-Camejo	2	1	1	3	2
Undecided/other	3	3	2	3	2

5. And if the election for Congress were held today, would you want to see the Republicans or Democrats win control of Congress?

	LIKELY VOTERS		
	10/4 - 6/04	9/20 - 22/04	9/7 - 9/04
Republicans	44	49	49
Democrats.....	48	46	46
Neither (VOL).....	5	3	3
Not sure	3	2	2

	REGISTERED VOTERS						
	8/3 - 5/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04
Republicans	44	43	42	41	43	43	41
Democrats.....	48	47	47	50	46	44	44
Neither (VOL).....	6	6	7	6	8	8	11
Not sure	2	4	4	3	3	5	4
	1/5 - 7/04	12/1 - 3/03	10/21 - 23/03	8/19- 21/03	8/5 - 8/03	6/17- 19/03	6/3 - 5/03
	44	42	44	40	40	40	42
	42	44	44	45	44	47	42
	9	10	8	9	12	10	10
	5	4	4	6	4	3	6
	2 nd Quarter AMJ 04	1 st Quarter JFM 04	4 th Quarter OND 03 ¹	2 nd Quarter AMJ 03	4 th Quarter OND 02	3 rd Quarter JAS 02	1 Year Ago 10/7 - 9/03
	42	43	43	44	43	43	43
	48	43	45	43	45	44	46
	7	10	8	9	8	9	7
	3	4	4	4	4	4	4

NOTE: Prior to May 3-5, 2004, this question was asked after Q.3 and before the Q.4 series.

¹In the fourth quarter 2003, this question was asked only once in October and once in December (2,294 registered voters).

IMPORTANT ISSUES STUDY (REGULAR SAMPLE ONLY)

(ASKED OF HALF THE RESPONDENTS.)

7. In your opinion, what are the most important problems facing the U.S. today? **(PROBE:)** What are some other important problems facing the U.S.?

	ALL ADULTS					
	10/4-6/04		7/5-7/04		4/5-7/04	
	<i>Most Imp. Probs</i>	<i>All Imp. Probs</i>	<i>Most Imp. Probs</i>	<i>All Imp. Probs</i>	<i>Most Imp. Probs</i>	<i>All Imp. Probs</i>
<u>FOREIGN AFFAIRS (net)</u>	55	76	52	69	43	65
<u>War (subnet)</u>	27	37	23	34	17	29
War with Iraq (any mentions about Iraq)	15	22	15	19	10	18
Wars, unrest throughout the world	11	15	9	16	7	12
Terrorism, terrorist attacks	18	28	19	25	21	31
Improve defense, military readiness	6	12	3	6	3	4
Too much focus on other countries, need to be tougher on other countries	3	5	2	3	3	5
USA losing credibility in the world/ problems with our allies	2	7	N/A	N/A	N/A	N/A
Immigration, letting too many people in, lack of security	1	4	1	4	1	5
Other foreign affairs mentions	5	7	8	14	4	7
<u>ECONOMY (net)</u>	40	65	34	56	37	57
Economy (unspecified)	22	33	17	27	18	28
Unemployment, lack of jobs	13	27	13	23	17	28
Taxes, taxes are too high	2	7	1	4	2	4
Cost of living is too high	1	1	2	4	-	2
Stock market uncertainty, devaluation	-	-	-	-	-	1
Corporate irresponsibility, corruption, fraud, deception, accounting scandals	-	-	-	-	-	1
Other economy mentions	6	13	4	9	5	7
<u>DOMESTIC ISSUES (net)</u>	36	75	42	75	41	73
<u>Education (subnet)</u>	8	24	9	22	9	17
Education (unspecified)	5	15	5	13	6	12
Lack of funding for schools	1	2	2	4	2	3
Problems with public schools	-	1	1	3	1	1
Uneducated people (e.g. literacy issues) ...	-	-	1	1	1	1
More structure in schools, standardized	-	-	-	1	-	-
Other education mentions	2	6	-	1	1	2
<u>Morality (subnet)</u>	6	10	8	14	7	14
Morals, moral decay	2	4	3	4	2	4
Race relations, racism	1	2	-	1	1	1
Not family oriented, family values, breakdown of family unit	1	2	1	2	1	1
Don't care for others, people don't care	-	-	-	-	-	1
Youth, no respect for elders, how kids behave	-	-	-	1	-	-
Other morality mentions	2	5	5	7	3	9

Q.7 (cont.)

	ALL ADULTS					
	10/4-6/04		7/5-7/04		4/5-7/04	
	Most Imp. Probs	All Imp. Probs	Most Imp. Probs	All Imp. Probs	Most Imp. Probs	All Imp. Probs
Political Leaders (subnet)	4	8	5	10	5	11
Government, politicians (other mentions) ..	2	4	3	5	3	5
The president, George W. Bush in office ...	2	3	2	5	3	5
Energy Crisis (subnet).....	2	9	1	7	4	10
Gas prices.....	2	5	1	4	3	8
Energy (unspecified)	-	1	-	-	-	1
Oil shortage	-	2	-	2	1	1
Other energy crisis mentions	-	1	-	1	-	1
Environment (subnet).....	2	5	2	6	1	8
Environment, pollution (unspecified)	2	5	1	5	1	6
Other environmental mentions.....	-	-	1	2	1	2
Crime/Drugs (subnet)	1	4	2	7	4	9
Drugs, issues related to drug use, abuse...	-	2	1	2	2	4
Teen violence (e.g. violence at schools, gangs).....	-	-	-	-	-	1
Crime (unspecified).....	-	1	-	3	2	3
Violence, domestic violence.....	-	-	-	2	1	1
Other crime mentions.....	-	1	1	2	-	1
Other Domestic Issues (subnet)	24	53	22	45	17	40
Health care mentions (subnet).....	21	46	19	38	14	31
Health care, coverage.....	20	44	17	36	14	30
High cost of prescription drugs/ drug coverage for seniors	2	6	2	4	-	2
Social Security	2	7	1	5	3	7
Poverty, hunger, homelessness.....	2	6	3	6	1	4
Abortion	1	3	-	2	1	3
OTHER	8	19	6	12	5	15
Nothing, nothing else	1	1	1	1	1	1
Not sure	3	2	1	1	2	1

CANDIDATE STUDY (INCLUDES ADDITIONAL SAMPLE)

CQ1. Now I'm going to read you some words that might be used to describe a person. As I read each word, please tell me whether you think the word describes George W. Bush, or not. Now, please tell me whether you think the following words describe John Kerry, or not.

	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
Likeable - George W. Bush			
LIKELY VOTERS			
10/4-6/04.....	67	33	-
REGISTERED VOTERS			
10/4-6/04.....	68	31	1
9/7-9/04.....	70	30	-
8/3-5/04.....	67	32	1
7/5-7/04.....	66	33	1
Likeable - John Kerry			
LIKELY VOTERS			
10/4-6/04.....	68	32	-
REGISTERED VOTERS			
10/4-6/04.....	67	32	1
9/7-9/04.....	60	39	1
8/3-5/04.....	67	32	1
7/5-7/04.....	62	36	2
Decisive - George W. Bush			
LIKELY VOTERS			
10/4-6/04.....	73	26	1
REGISTERED VOTERS			
10/4-6/04.....	73	26	1
9/7-9/04.....	75	24	1
8/3-5/04.....	68	30	2
7/5-7/04.....	67	31	2
Decisive - John Kerry			
LIKELY VOTERS			
10/4-6/04.....	43	55	2
REGISTERED VOTERS			
10/4-6/04.....	41	56	3
9/7-9/04.....	37	61	2
8/3-5/04.....	46	50	4
7/5-7/04.....	45	49	6

Q.CQ1 (cont.)	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
Honest - George W. Bush			
LIKELY VOTERS			
10/4-6/04.....	53	46	1
REGISTERED VOTERS			
10/4-6/04.....	53	45	2
9/7-9/04.....	56	43	1
8/3-5/04.....	53	45	2
7/5-7/04.....	53	46	1
Honest - John Kerry			
LIKELY VOTERS			
10/4-6/04.....	59	40	1
REGISTERED VOTERS			
10/4-6/04.....	56	42	2
9/7-9/04.....	54	44	2
8/3-5/04.....	60	37	3
7/5-7/04.....	53	40	7

CQ2. In general, if you had to choose, which of the following issues would be more important to you in deciding how you will vote for president...

	LIKELY VOTERS	REGISTERED VOTERS	
	<u>10/4 - 6/04</u>	<u>10/4 - 6/04</u>	<u>9/7 - 9/04</u>
Protecting the country	65	63	64
Creating jobs	26	27	31
(NOT READ) Both equally	8	9	4
Not sure	1	1	1

CQ3a. Who do you think will be BETTER at creating jobs?

	LIKELY VOTERS	REGISTERED VOTERS			
	<u>10/4 - 6/04</u>	<u>10/4 - 6/04</u>	<u>9/7- 9/04</u>	<u>8/3- 5/04</u>	<u>3/19- 21/04</u>
George W. Bush.....	40	39	44	39	37
John Kerry	54	53	50	55	53
(NOT READ) Both would do well.....	1	1	1	1	1
(NOT READ) Neither	3	4	3	3	6
Not sure.....	2	3	2	2	3

CQ3b. Who do you trust to do a better job of protecting the country?

	LIKELY VOTERS	REGISTERED VOTERS				
	10/4 - 6/04	10/4 - 6/04	9/7- 9/04	8/3- 5/04	4/5- 7/04	3/19- 21/04
George W. Bush.....	51	53	59	52	53	58
John Kerry.....	45	41	36	43	37	35
(NOT READ) Both would do well	1	1	1	1	1	1
(NOT READ) Neither.....	2	3	2	3	5	4
Not sure.....	1	2	2	1	4	2

CQ3c. Who do you trust to do a better job of handling the situation in Iraq?

	LIKELY VOTERS	REGISTERED VOTERS
George W. Bush.....	49	51
John Kerry.....	46	43
(NOT READ) Both would do well.....	-	-
(NOT READ) Neither.....	3	4
Not sure.....	2	2

IW1. All in all, thinking about how things have gone in Iraq since the United States went to war there in March 2003, do you think the United States...

	LIKELY VOTERS	REGISTERED VOTERS	ALL ADULTS		
	10/4 - 6/04	10/4 - 6/04	8/3 - 5/04 ¹	4/16- 18/04	12/15- 17/03
Made the right decision in going to war in Iraq.....	47	49	48	57	64
Made a mistake in going to war in Iraq.....	52	50	50	40	34
Not sure	1	1	2	3	2

¹Prior to October 2004, only half the respondents were asked if the United States had made the right decision/mistake.

CQ4. Did you happen to watch or listen to the debate about foreign policy issues between George W. Bush and John Kerry last Thursday night, or not?

	LIKELY VOTERS	REGISTERED VOTERS
Yes, watched/listened to the debate	72	60
No, did not watch/listen to the debate.....	18	28
(NOT READ) Watched/listened to only part of the debate	10	12
Not sure	-	-

CQ5. (IF NO IN Q.CQ5, SAY: *Based on what you may have read, seen, or heard about the debate...*) (ASK ALL:)
How did the debate change your opinion about George W. Bush/John Kerry? Is your opinion about George W. Bush/John Kerry now more favorable, less favorable, or about the same?

	More Favorable	Less Favorable	About the Same	Not Sure
George W. Bush				
Likely voters.....	8	27	64	1
Registered voters.....	9	24	66	1
John Kerry				
Likely voters.....	39	14	47	-
Registered voters.....	34	15	50	1

POLITICAL STUDY continued (INCLUDES ADDITIONAL SAMPLE)

LV4. Generally speaking, do you consider yourself a liberal, moderate, or conservative?

	<u>LIKELY VOTERS</u>	<u>REGISTERED VOTERS</u>	<u>ALL ADULTS</u>
Liberal	20	19	19
Moderate	41	40	39
Conservative	38	39	38
Not sure	1	2	4

(ASKED ONLY OF THOSE WHO SAY THEY VOTED IN THE 2000 ELECTION IN Q.LV1.)

LV5. In the 2000 election for president, did you vote for?

	<u>LIKELY VOTERS</u>	<u>REGISTERED VOTERS</u>	<u>ALL ADULTS</u>
Voted In 2000.....	91	86	67
- George W. Bush, the Republican	45	44	34
- Al Gore, the Democrat	40	36	28
- Ralph Nader, the Green Party Candidate	3	3	2
- (NOT READ) Not sure/refused who voted for.....	2	2	2
- (NOT READ) Too young to vote at the time	-	-	-
- Not sure/refused who for	1	1	1
Registered, But Did Not Vote In 2000.....	9	14	11
Not Registered To Vote	N/A	N/A	22

DEMOGRAPHICS (INCLUDES ADDITIONAL SAMPLE)
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NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. First of all, in what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

18-34	31
35-49	29
50-64	24
65 and over	15
Refused/not sure	1

D2. Are you employed:

TOTAL EMPLOYED	65
- Full time.....	53
- Part time.....	12
Not employed	16
Retired.....	19
Refused/not sure	-

(Q.D3 ASKED ONLY OF THOSE WHO ARE EMPLOYED FULL OR PART-TIME IN Q.D2.)

D3. We would also like to have just a general idea of what type of occupation you have. Which one of the following best describes your current job?

Professional	19
Senior executive or manager	8
Clerical or administrative	8
Sales or services	9
A skilled trade or technical occupation.....	10
Blue-collar work or laborer.....	6
Farming or fishing	1
Other (VOL)	4
Refused/not sure	-
Not Employed Full/Part Time (Q.D2)	35

D4. What is the last year of school you completed?

Grade school or some high school	7
Completed high school	23
Some college but did not finish.....	23
Completed a two year college degree	11
Completed a four year college degree.....	21
Completed a post-graduate degree such as a Master's or Ph.D.	14
Refused/not sure	1

D5. Are you currently married?

Yes	56
No.....	44
Refused/not sure	-

D6. Including yourself and any children, how many people are currently living in your household?

1	20
2	34
3	19
4	16
5	8
6 or more	3
Refused/not sure	-

(Q.D7a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D6.)

D7a. How many children under 6 years are currently living in your household?

D7b. How many children ages 6 to 12 are currently living in your household?

D7c. How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN – NET	37
Under 6.....	18
6-12	18
13-17	14
NO CHILDREN	63
Refused/not sure	1

D8. Do you currently own stocks, bonds or mutual funds?

Yes	53
No.....	45
Refused/not sure	2

(Q.D9 ASKED ONLY OF THOSE WHO SAY THEY OWN STOCKS, BONDS OR MUTUAL FUNDS IN Q.D8.)

D9. In the past 12 months, how many times did you make changes in your investments - buying or selling stocks or stock mutual funds either within or outside an employer-sponsored 401K plan?

	<u>INVESTORS</u>
None.....	36
1 time.....	22
2 times.....	12
3 times.....	8
4 times.....	4
5 to 9 times.....	9
10 to 14 times.....	3
15 to 19 times.....	1
20 to 24 times.....	-
25 times or more	2
Refused/not sure	3
Active Investors (5 times or more).....	15

D10. Do you own your home, or do you rent?

Own	68
Rent.....	30
Refused/not sure	2

D11a. What religion are you? Protestant, Catholic, Jewish, or some other religion?

Protestant.....	53
Catholic	25
Jewish	2
Some other religion	8
(NOT READ) No religion	10
Refused/not sure	2

D11b. Would you describe yourself as either an evangelical or a born-again Christian, or neither?

Born-again Christian.....	28
Evangelical	5
Neither.....	66
Refused/not sure	1

D12. Are you:

	<u>Yes</u>	<u>No</u>	<u>Refused/ Not Sure</u>
A gun owner	31	68	1
Someone who attends religious services once a week or more.....	48	51	1
On active military duty or living in a household with someone on active duty	3	97	-
A military veteran or living in a household with a military veteran.....	24	76	-

D13a. Are you of Hispanic ethnicity?

(Q.D13b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D13a.)

D13b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	80
Black.....	9
Hispanic.....	7
Asian.....	1
American Indian.....	1
Other.....	1
Refused	1

D14. Could you please tell me your household income from all sources in 2003?

Under \$15,000.....	12
\$15,000 to less than \$20,000	6
\$20,000 to less than \$25,000	8
\$25,000 to less than \$30,000	4
\$30,000 to less than \$40,000	11
\$40,000 to less than \$50,000	10
\$50,000 to less than \$75,000	17
\$75,000 to less than \$100,000	9
\$100,000 or more	14
Refused/not sure	9

REGION:

Northeast.....	20
Midwest	23
South	36
West	21

METROPOLITAN STATUS:

Urban	29
Suburban.....	50
Rural.....	21

GENDER:

Male	48
Female	52