EMBARGOED FOR RELEASE:
September 28, 20044 PM

## BUSH MARGIN WIDENS AGAIN, DESPITE VULNERABILITIES

George W. Bush has reopened a significant lead over challenger John Kerry over the past week, even as voters express less confidence in the president on Iraq and he continues to trail Kerry on the economy. Two successive nationwide surveys of nearly 1,000 registered voters each show Bush's margin over Kerry growing steadily since midSeptember (Sept. 11-14), when the two men were tied at $46 \%-46 \%$. Bush's slight $45 \%-42 \%$ advantage in the Sept. 17-21 survey has grown to $48 \%-40 \%$ in the current poll (Sept. 22-26).


The poll finds that Bush's gains in support are being driven more by perceptions of Kerry’s weakness - especially on leadership and other personal traits - than by improved opinions of Bush. Fewer voters favor Bush over Kerry on handling Iraq than did so earlier this month ( $46 \%$ now, $52 \%$ Sept. 11-13). But Kerry's rating in the head-to-head evaluation on Iraq is no higher (38\% now, $40 \%$ then). The Democratic challenger continues to inspire more confidence than Bush with regard to improving the economy, which $60 \%$ of Americans believe is in only fair or poor shape. But even here, the percentage favoring Kerry has not increased since the Sept. 11-13 survey ( $46 \%$ now, $47 \%$ then).

Despite Bush's lukewarm evaluations on the

| Bush Losing Ground on Issues, but Kerry Not Gaining |  |  |  |
| :---: | :---: | :---: | :---: |
| Who can | Sept | Sept | Sept |
| best handle... | 8-10 | 11-13 | 22-26 |
| Economy | \% | \% | \% |
| Bush | 43 | 40 | 39 |
| Kerry | 44 | 47 | 46 |
| Situation in Iraq |  |  |  |
| Bush | 52 | 52 | 46 |
| Kerry | 37 | 40 | 38 |
| Terrorism |  |  |  |
| Bush | 59 | 57 | 54 |
| Kerry | 30 | 31 | 30 |
| Health care |  |  |  |
| Bush | 34 | 30 | 32 |
| Kerry | 49 | 53 | 48 |
| Based on registered voters |  |  |  |

issues, he maintains a significant advantage on most personal traits. Kerry has slipped slightly on some key personal assessments, including honesty and empathy. Overall, $32 \%$ of voters say the phrase "honest and truthful" better describes Kerry than Bush, down from $36 \%$ a few weeks ago (Sept. 11-13). Bush’s rating in that period is unchanged at $41 \%$.

A similar pattern is evident in comparative evaluations of the candidates' empathy: $42 \%$ say the phrase "cares about people like me" better describes Kerry, compared with $46 \%$ earlier this month. Bush's rating on this measure also has not changed (38\%).

Kerry's image weakness is most evident on questions of leadership and his willingness to take on unpopular positions. Just $28 \%$ say the phrase "strong leader" better fits Kerry, virtually unchanged from earlier this month, while $54 \%$ say it applies to Bush. And 23\% believe Kerry takes on unpopular stances, compared with $63 \%$ who say that about Bush. In both cases, Bush's ratings are down slightly from earlier this month, but Kerry has gained no ground.

## Bush Improving Among Women, Young People

In the horse race, President Bush currently runs about even with Kerry among women (45\%-42\%), and leads among people with a high school education ( $50 \%-37 \%$ ) and those under age 30 ( $48 \%-42 \%$ ). Opinion in these groups has been unstable in recent weeks, but all three leaned toward Kerry in August, following the Democratic convention in Boston.

The shift among women, a group that Al Gore carried by 11 points in 2000, is particularly notable. In August, Kerry led among women by 10 points ( $52 \%-42 \%$ ) while trailing among men by about the same margin (42\%-50\%). Bush has drawn virtually even with Kerry among women, while expanding his lead among men to $52 \%-37 \%$.

The horse race among young people has seesawed dramatically since August, when Kerry held an 18-point lead ( $53 \%-35 \%$ ). This month, Bush and Kerry each have held sizable leads among those younger than 30, underscoring the volatility of voters in this age group. In 2000, young voters backed Gore by a slight margin (48\%-46\%), according to VNS exit polls.

Kerry’s support also has declined among people with less formal education. In August, Kerry led narrowly among those with no more than a high school education, and opinion has fluctuated since then. Bush's current advantage is 13 points (50\%-37\%). Gore won this group in 2000 by (50\%47\%).

Bush also has a commanding lead (74\% to 18\%) among white evangelical Protestants, similar to his advantage throughout the campaign season. More ominously for Kerry, the president built an edge among white Catholics in early September that has held throughout the month (now 49\%39\%). In 2000, Bush beat Gore among this important swing constituency - white Catholics constitute about one of every five voters - but only by seven points.

Kerry continues to hold a big lead among African-Americans and among secular individuals, but in both cases his advantage is narrower than it was last month. Among blacks, he leads the president by $73 \%$ to $12 \%$, compared with $83 \%-6 \%$ in August and 83\% to 5\% last week.

Breakdown of Presidential Support

|  | Bush | Kerry | Nader | Other/DK |
| :---: | :---: | :---: | :---: | :---: |
|  | \% | \% | \% | \% |
| All voters | 48 | 40 | 2 | $10=100$ |
| Men | 52 | 37 | 3 | $8=100$ |
| Women | 45 | 42 | 2 | $11=100$ |
| White | 54 | 35 | 2 | $9=100$ |
| Non-White | 24 | 64 | 2 | $10=100$ |
| Black | 12 | 73 | 2 | $13=100$ |
| White |  |  |  |  |
| -Evang. Protest. | 74 | 18 | 1 | $7=100$ |
| -Mainline Protest. | 45 | 43 | 1 | $11=100$ |
| -Catholic | 49 | 39 | 2 | $10=100$ |
| Secular | 30 | 54 | 7 | $9=100$ |
| 18-29 | 48 | 42 | 5 | $5=100$ |
| 30-49 | 51 | 39 | 2 | $8=100$ |
| 50-64 | 49 | 38 | 2 | $11=100$ |
| 65+ | 44 | 43 | 0 | $13=100$ |
| College Grad | 47 | 44 | 2 | $7=100$ |
| Some College | 48 | 40 | 4 | $8=100$ |
| H.S. Grad or Less | 50 | 37 | 1 | $12=100$ |
| \$75K+ | 50 | 43 | 1 | $6=100$ |
| \$50K - \$75K | 63 | 28 | 3 | $6=100$ |
| \$30K - \$50K | 50 | 42 | 1 | $7=100$ |
| \$20K - \$30K | 41 | 45 | 3 | $11=100$ |
| <\$20K | 36 | 43 | 6 | $15=100$ |
| Rep States | 55 | 35 | 1 | $9=100$ |
| Dem States | 39 | 50 | 2 | $9=100$ |
| Battleground | 50 | 37 | 3 | $10=100$ |
| Conserv. Rep. | 94 | 1 | 0 | $5=100$ |
| Mod./Lib. Rep. | 85 | 6 | 1 | $8=100$ |
| Independents | 46 | 38 | 5 | $11=100$ |
| Cons./Mod. Dem. | 14 | 75 | 1 | $10=100$ |
| Liberal Dem. | 4 | 92 | 0 | $4=100$ |
| Based on registered vote |  |  |  |  |

## PRESIDENTIAL VOTE CHOICE

(Based on Registered Voters, with leaners)

|  |  | 2004 | Sept. 8-10 |  | Sept. 11-14 <br> 2004 (2nd) |  | Sept. 17-21 2004 |  | Sept. 22-26 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Augus | Kerry | 2004 | (1st) | 2004 | (2nd) | Bush | Kerry | Bush | Kerry |
|  | $\frac{\text { Dusil }}{\%}$ | $\frac{\text { Keny }}{\text { \% }}$ | $\frac{\mathrm{Dusil}}{\%}$ | \% | $\frac{\mathrm{Dusil}}{\%}$ | \% | \% | \% | $\frac{\text { Bush }}{\text { \% }}$ | $\frac{\text { Kery }}{\%}$ |
| Total | 45 | 47 | 52 | 40 | 46 | 46 | 45 | 42 | 48 | 40 |
| Sex |  |  |  |  |  |  |  |  |  |  |
| Male | 50 | 42 | 56 | 37 | 49 | 43 | 47 | 40 | 52 | 37 |
| Female | 42 | 52 | 48 | 42 | 43 | 48 | 42 | 44 | 45 | 42 |
| Race |  |  |  |  |  |  |  |  |  |  |
| White | 52 | 42 | 58 | 34 | 52 | 40 | 51 | 37 | 54 | 35 |
| Non-white | 15 | 75 | 23 | 69 | 18 | 70 | 14 | 71 | 24 | 64 |
| Black | 6 | 83 | 13 | 78 | 13 | 76 | 5 | 83 | 12 | 73 |
| Race and Sex |  |  |  |  |  |  |  |  |  |  |
| White Men | 56 | 38 | 62 | 32 | 56 | 37 | 54 | 34 | 56 | 32 |
| White Women | 49 | 45 | 54 | 36 | 49 | 43 | 48 | 39 | 51 | 37 |
| Age |  |  |  |  |  |  |  |  |  |  |
| Under 30 | 35 | 53 | 55 | 35 | 41 | 55 | 35 | 53 | 48 | 42 |
| 30-49 | 50 | 44 | 54 | 39 | 49 | 41 | 48 | 39 | 51 | 39 |
| 50-64 | 45 | 50 | 47 | 44 | 50 | 45 | 42 | 46 | 49 | 38 |
| 65+ | 43 | 48 | 53 | 37 | 37 | 50 | 50 | 37 | 44 | 43 |
| Sex and Age |  |  |  |  |  |  |  |  |  |  |
| Men under 50 | 52 | 38 | 59 | 34 | 50 | 40 | 46 | 39 | 53 | 37 |
| Women under 50 | 41 | 53 | 50 | 41 | 43 | 49 | 42 | 47 | 47 | 43 |
| Men 50+ | 47 | 47 | 53 | 40 | 47 | 46 | 49 | 42 | 50 | 38 |
| Women 50+ | 43 | 51 | 47 | 43 | 42 | 48 | 42 | 43 | 44 | 42 |
| Education |  |  |  |  |  |  |  |  |  |  |
| College Grad. | 46 | 50 | 49 | 44 | 48 | 44 | 48 | 43 | 47 | 44 |
| Some College | 49 | 43 | 53 | 35 | 52 | 38 | 43 | 44 | 48 | 40 |
| High School Grad. or Less | 43 | 48 | 54 | 39 | 40 | 52 | 43 | 42 | 50 | 37 |
| Family Income |  |  |  |  |  |  |  |  |  |  |
| \$75,000+ | 54 | 43 | 58 | 36 | 57 | 37 | 53 | 42 | 50 | 43 |
| \$50,000-\$74,999 | 52 | 42 | 57 | 37 | 56 | 38 | 49 | 41 | 63 | 28 |
| \$30,000-\$49,999 | 50 | 45 | 54 | 36 | 40 | 54 | 42 | 44 | 50 | 42 |
| \$20,000-\$29,999 | 37 | 56 | 39 | 57 | 37 | 52 | 42 | 48 | 41 | 45 |
| <\$20,000 | 26 | 60 | 52 | 42 | 39 | 52 | 26 | 57 | 36 | 43 |

Question: If the presidential election were being held TODAY, would you vote 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? As of TODAY, do you LEAN more to.....

Continued on next page...

|  | August 2004 |  | Sept. 8-10 <br> 2004 (1st) |  | Sept. 11-14 <br> 2004 (2nd) |  | Sept. 17-21$2004$ |  | Sept. 22-26 <br> 2004 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Bush | Kerry | Bush | Kerry | Bush | Kerry | Bush | Kerry | Bush | Kerry |
|  | \% | \% | \% | \% | \% | \% | \% | \% | \% | \% |
| Total | 45 | 47 | 52 | 40 | 46 | 46 | 45 | 42 | 48 | 40 |
| Region |  |  |  |  |  |  |  |  |  |  |
| East | 44 | 50 | 46 | 45 | 35 | 52 | 40 | 46 | 43 | 45 |
| Midwest | 42 | 52 | 49 | 40 | 48 | 43 | 45 | 38 | 53 | 37 |
| South | 45 | 47 | 57 | 36 | 52 | 40 | 48 | 42 | 49 | 38 |
| West | 52 | 41 | 52 | 40 | 43 | 51 | 41 | 46 | 47 | 42 |
| Religious Affiliation |  |  |  |  |  |  |  |  |  |  |
| Total White Protestant | 61 | 32 | 64 | 30 | 63 | 31 | 59 | 31 | 61 | 29 |
| - Evangelical | 71 | 23 | 70 | 25 | 74 | 21 | 68 | 23 | 74 | 18 |
| - Non-Evangelical | 49 | 43 | 57 | 36 | 52 | 40 | 49 | 39 | 45 | 43 |
| White Catholic | 47 | 50 | 56 | 35 | 49 | 42 | 47 | 38 | 49 | 39 |
| Secular | 23 | 67 | 36 | 50 | 23 | 67 | 22 | 56 | 30 | 54 |
| Party ID |  |  |  |  |  |  |  |  |  |  |
| Republican | 93 | 4 | 94 | 5 | 92 | 4 | 91 | 4 | 90 | 3 |
| Democrat | 5 | 91 | 10 | 82 | 10 | 86 | 8 | 85 | 10 | 81 |
| Independent | 40 | 48 | 50 | 39 | 41 | 44 | 40 | 41 | 46 | 38 |
| Party and Ideology |  |  |  |  |  |  |  |  |  |  |
| Conservative Republican | 98 | 1 | 96 | 3 | 97 | 2 | 95 | 3 | 94 | 1 |
| Moderate/Liberal Rep. | 85 | 11 | 90 | 9 | 83 | 9 | 85 | 8 | 85 | 6 |
| Conservative/Mod. Dem. | 6 | 91 | 13 | 79 | 12 | 82 | 9 | 84 | 14 | 75 |
| Liberal Democrat | 2 | 93 | 4 | 89 | 3 | 97 | 7 | 90 | 4 | 92 |
| Battleground States |  |  |  |  |  |  |  |  |  |  |
| Republican States | 51 | 42 | 59 | 32 | 50 | 41 | 50 | 38 | 55 | 35 |
| Democratic States | 44 | 48 | 45 | 44 | 36 | 53 | 36 | 48 | 39 | 50 |
| Battleground States | 41 | 52 | 52 | 42 | 49 | 44 | 46 | 42 | 50 | 37 |

## ABOUT THE SURVEYS

Results for the mid-September and late September 2004 surveys are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among two separate nationwide samples. The first survey, conducted September 17-21, interviewed 1,200 adults 18 years of age or older, and included 989 registered voters. The second survey, conducted September 22-26, interviewed 1,200 adults, and included 948 registered voters.

For results based on registered voters in either survey the sampling error is plus or minus 3.5 percentage points. For results based on the total sample in either survey, the margin of error is also plus or minus 3.5 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.

# PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS SEPTEMBER 2004 OMNIBUS SURVEYS 

FINAL TOPLINE
September 22-26, 2004 Total N=1200; RV N=948
September 17-21, 2004 Total N=1200; RV N=989

RESULTS ARE SHOWN FOR TWO DISTINCT SURVEYS: SEPTEMBER 17-21 IS FROM THE MIDSEPTEMBER OMNIBUS AND SEPTEMBER 22-26 IS FROM THE LATE SEPTEMBER OMNIBUS

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

## BASED ON REGISTERED VOTERS:

|  |  | Quite | (VOL.) | Only a | (VOL.) | DK/ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | A lot | Some | Little | None | Ref. |  |
|  | September 22-26, 2004 | 68 | 4 | 23 | 4 | 1=100 | ( $N=948$ ) |
|  | September 17-21, 2004 | 66 | 4 | 25 | 4 | 1=100 | ( $N=989$ ) |
|  | Early September, 2004 | 71 | 3 | 22 | 3 | $1=100$ |  |
|  | September 11-14 | 69 | 3 | 23 | 4 | $1=100$ |  |
|  | September 8-10 | 73 | 3 | 21 | 2 | $1=100$ |  |
|  | 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 |  |
| 2000 | 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 |  |
| 1996 | 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 |  |
| 1992 | 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 | $1=100$ |  |
| 1988 | Gallup: November, 1988 | 73 | 8 | 17 | 2 | $0=100$ |  |
|  | Gallup: October, 1988 | 69 | 9 | 20 | 2 | $0=100$ |  |
|  | Gallup: August, 1988 | 61 | 10 | 27 | 2 | $0=100$ |  |
|  | Gallup: September, 1988 | 57 | 18 | 23 | 2 | $0=100$ |  |

REGIST These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?
IF RESPONDENT ANSWERED '1' YES IN REGIST ASK:
REGICERT Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

| 9/22-26 | 9/17-21 |  |
| :---: | :---: | :---: |
| $\underline{2004}$ | $\underline{2004}$ |  |
| 79 | 81 | Yes, registered |
| 76 | 79 | Absolutely certain |
| 2 | 2 | Chance registration has lapsed |
| 1 | 0 | Don't know/Refused |
| 20 | 18 | No, not registered |
| 1 | 1 | Don't know/Refused (VOL.) |
| 100 | 100 |  |

Q. 1 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 OTHER OR DK (Q.1=4,9), ASK:

Q.1b As of TODAY, do you LEAN more to [READ, ROTATE IN SAME ORDER AS Q.1]?

## BASED ON REGISTERED VOTERS:

|  | Bush/ Lean Bush | Kerry/ Lean Kerry | Nader/ Lean Nader | Other/ <br> Don't Know |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| September 22-26, 2004 | 48 | 40 | 2 | $10=100$ | ( $N=948$ ) |
| September 17-21, 2004 | 45 | 42 | 3 | $10=100$ | ( $N=989$ ) |
| Early September, 2004 | 49 | 43 | 1 | $7=100$ |  |
| September 11-14 | 46 | 46 | 1 | $7=100$ |  |
| September 8-10 | 52 | 40 | 1 | $7=100$ |  |
| August, 2004 | 45 | 47 | 2 | $6=100$ |  |
| July, 2004 | 44 | 46 | 3 | $7=100$ |  |
| June, 2004 | 46 | 42 | 6 | $6=100$ |  |
| May, 2004 | 43 | 46 | 6 | $5=100$ |  |
| Late March, 2004 | 44 | 43 | 6 | $7=100$ |  |
| Mid-March, 2004 | 42 | 49 | 4 | $5=100$ |  |
|  | Bush/ Lean Bush | Gore/ Lean Gore | Nader/ Lean Nader |  |  |
| September, 2000 | 41 | 47 | 2 | $10=100$ |  |
| July, 2000 | 42 | 41 | 6 | $11=100$ |  |

$\left.\begin{array}{lcccc} & \begin{array}{c}\text { Dole/ } \\ \text { Lean Dole }\end{array} & \begin{array}{c}\text { Clinton/ } \\ \text { Lean Clinton }\end{array} & \begin{array}{c}\text { Perot/ } \\ \text { Lean Perot }\end{array} & \\ \text { Late September, 1996 } & 35 & 51 & & 7 \\ \text { Early September, 1996 } & 34 & & 52 & 8\end{array}\right)$

|  | Bush, Sr./ <br> Lean Bush, Sr. | Clinton/ <br> Lean Clinton | Perot/ <br> Lean Perot |  |
| :--- | :---: | :---: | :---: | :---: |
|  | 35 | 48 | 8 | $9=100$ |
| Early October, 1992 | 31 | 28 | 36 | $5=100$ |

## NO QUESTION 2

## QUESTION 3 HELD FOR FUTURE RELEASE

QUESTIONS 4 AND 5 ASKED ON SEPTEMBER 22-26 SURVEY 2004 ONLY:
Q. 4 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)

|  | BASED ON REGISTERED VOTE | RS $\mathbf{~} \mathbf{N}=94$ <br> George <br> W. Bush | John <br> Kerry ${ }^{1}$ | (VOL.) <br> Neither |  | DK/Ref. |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| a | Would use good judgment in a crisis |  |  |  |  |  |
|  | September 22-26, 2004 | 49 | 36 | 3 | 3 | $9=100$ |
|  | Early September, 2004 | 53 | 34 | 2 | 4 | $7=100$ |
|  | September 11-13, 2004 | 52 | 33 | 3 | 4 | $8=100$ |
|  | September 8-10, 2004 | 55 | 34 | 1 | 3 | $7=100$ |
|  | August, 2004 | 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. | Honest and truthful |  |  |  |  |  |
|  | September 22-26, 2004 | 41 | 32 | 15 | 3 | $9=100$ |
|  | Early September, 2004 | 43 | 35 | 12 | 4 | $6=100$ |
|  | September 11-13, 2004 | 41 | 36 | 13 | 4 | $6=100$ |
|  | September 8-10, 2004 | 44 | 35 | 12 | 3 | $6=100$ |
|  | August, 2004 | 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 | $8=100$ |
| c. | Cares about people like me |  |  |  |  |  |
|  | September 22-26, 2004 | 38 | 42 | 8 | 3 | $9=100$ |
|  | Early September, 2004 | 41 | 43 | 6 | 5 | $5=100$ |
|  | September 11-13, 2004 | 38 | 46 | 6 | 4 | $6=100$ |
|  | September 8-10, 2004 | 44 | 41 | 6 | 5 | $4=100$ |
|  | August, 2004 | 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 |

QUESTION 4 CONTINUED...
Early October, 2000
September, 2000
A strong leader
September 22-26, 2004
September 22-26, 2004
Early September, 2004
September 11-13, 2004
September 8-10, 2004
September 22-26, 2004
Early September, 2004
September 11-13, 2004
September 8-10, 2004
September 22-26, 2004
Early September, 2004
September 11-13, 2004
September 8-10, 2004
August, 2004
May, 2004
Late March, 2004
Mid-March, 2004
Late-October, 2000
Mid-October, 2000
Early October, 2000
September, 2000
d. A strong leader

| George <br> W. Bush <br> 35 | John <br> 31 |
| :---: | :---: | | Kerry $^{2}$ |
| :---: |
| 44 |


| (VOL.) <br> Neither |
| :---: |
| 11 |
| 9 |

Both

| $\frac{\text { Equally }}{}$ |  |  |
| :---: | :---: | :---: |
| 5 |  | DK/Ref. |
| 7 |  | $5=100$ <br> $6=100$ |
|  |  |  |


| 54 | 28 | 5 | 3 | $10=100$ |
| :--- | :---: | :---: | :---: | :---: |
| 58 | 30 | 4 | 3 | $5=100$ |
| 57 | 30 | 4 | 4 | $5=100$ |
| 59 | 29 | 3 | 3 | $6=100$ |
| 57 | 34 | 2 | 3 | $4=100$ |
| 50 | 31 | 8 | 4 | $7=100$ |
| 51 | 33 | 4 | 2 | $10=100$ |
| 52 | 34 | 4 | 4 | $6=100$ |
| 44 | 41 | 6 | 6 | $3=100$ |
| 42 | 39 | 9 | 6 | $4=100$ |
| 41 | 38 | 7 | 10 | $4=100$ |
| 44 | 38 | 7 | 6 | $5=100$ |

e. Willing to take a stand, even if it's unpopular

| September 22-26, 2004 | 63 | 23 | 3 | 3 | $8=100$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Early September, 2004 | 69 | 23 | 1 | 3 | $4=100$ |
| $\quad$ September 11-13, 2004 | 67 | 23 | 1 | 4 | $5=100$ |
| $\quad$ September 8-10, 2004 | 70 | 22 | 1 | 3 | $4=100$ |
| August, 2004 | 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 | $8=100$ |

Q. 5 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=948]:

a. Improving economic conditions

September 22-26, 2004
Early September, 2004
September 11-13, 2004
September 8-10, 2004
August, 2004
May, 2004
Late March, 2004

| George <br> W. Bush | John <br> Kerry $^{3}$ | (VOL.) <br> Neither | $\underline{y}$ | DK/Ref. |
| :---: | :---: | :---: | :---: | :---: |

[^0]QUESTION 5 CONTINUED...
Mid-March, 2004
Late-October, $2000^{5}$
Mid-October, 2000
Early October, 2000
September, 2000
June, 2000
March, 2000
b. Improving the health care system

September 22-26, 2004
Early September, 2004
September 11-13, 2004
September 8-10, 2004
August, 2004
May, 2004
Late March, 2004
Mid-March, 2004
Late-October, 2000
Mid-October, 2000
Early October, 2000
September, 2000
June, 2000
March, 2000
c. Making wise decisions about what to do in Iraq

September 22-26, 2004
46
Early September, 2004
September 11-13, 2004
September 8-10, 2004
August, 2004
May, 2004
Late March, 2004
Mid-March, 2004
g. Defending the country from future terrorist attacks

September 22-26, 2004
Early September, 2004
September 11-13, 2004
September 8-10, 2004
August, 2004
May, 2004
Late March, 2004
Mid-March, 2004

| George | John | (VOL.) |  |
| :---: | :---: | :---: | :---: |
| W. Bush | Kerry ${ }^{4}$ | Neither | DK/Ref. |
| 37 | 53 | 2 | 8=100 |
| 40 | 46 | 6 | $8=100$ |
| 37 | 49 | 3 | $11=100$ |
| 35 | 47 | 6 | $12=100$ |
| 38 | 46 | 5 | $11=100$ |
| 38 | 41 | 5 | $16=100$ |
| 42 | 46 | 4 | $8=100$ |


| 48 | 7 | $13=100$ |
| :--- | :--- | :---: |
| 50 | 8 | $10=100$ |
| 53 | 8 | $9=100$ |
| 49 | 7 | $10=100$ |
| 55 | 5 | $11=100$ |
| 51 | 7 | $13=100$ |
| 46 | 6 | $15=100$ |
| 57 | 4 | $10=100$ |
| 47 | 5 | $10=100$ |
| 48 | 4 | $11=100$ |
| 49 | 5 | $10=100$ |
| 51 | 6 | $11=100$ |
| 44 | 6 | $19=100$ |
| 51 | 6 | $12=100$ |


| 38 | 5 | $11=100$ |
| :--- | :--- | :---: |
| 39 | 3 | $7=100$ |
| 40 | 2 | $6=100$ |
| 37 | 4 | $7=100$ |
| 46 | 3 | $7=100$ |
| 41 | 4 | $11=100$ |
| 37 | 4 | $10=100$ |
| 45 | 2 | $6=100$ |


| 54 | 30 | 4 | $12=100$ |
| :--- | :---: | :---: | :---: |
| 58 | 31 | 3 | $8=100$ |
| 57 | 31 | 4 | $8=100$ |
| 59 | 30 | 3 | $8=100$ |
| 49 | 39 | 4 | $8=100$ |
| 52 | 33 | 5 | $10=100$ |
| 53 | 29 | 4 | $14=100$ |
| 57 | 32 | 4 | $7=100$ |

## NO QUESTIONS 6 THROUGH 8

In 2000 the question asked about Al Gore.

In 2000 the item was listed as "Keeping the economy strong."

QUESTIONS 9 THROUGH 13 ASKED ON SEPTEMBER 17-21 SURVEY 2004 ONLY:
ASK ALL:
Q. 9 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 | Late | Mid- |  |  |  |  <br> - World Report - |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sept 17-21 |  | Aug | April | Feb | Jan | Oct |  | June | Aug | May | Jan |
| $\underline{2004}$ |  | $\underline{2004}$ | $\underline{2004}$ | 2004 | 2004 | 2003 | 2002 | 2001 | 1992 | 1992 | $\underline{1992}$ |
| 31 | Plenty of jobs available | 34 | 30 | 31 | 27 | 24 | 31 | 42 | 15 | 16 | 12 |
| 52 | Jobs are difficult to find | 55 | 57 | 59 | 60 | 66 | 59 | 44 | 76 | 77 | 79 |
| 6 | Lots of some jobs, few of others (VOL) | 4 | 4 | 5 | 6 | 5 | 4 | 8 | 6 | 4 | 6 |
| 11 | Don't know | 7 | $\underline{9}$ | $\underline{6}$ | 7 | 5 | $\underline{6}$ | $\underline{6}$ | $\underline{3}$ | $\underline{3}$ | $\underline{3}$ |
| 100 |  | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

## QUESTIONS 10-12 HELD FOR FUTURE RELEASE

Q. 13 How would you rate economic conditions in this country today... as excellent, good, only fair, or poor?

September 17-21, 2004
August, 2004
Late April, 2004
Late February, 2004
February 9-12, 2004 (Gallup)
January 12-15, 2004 (Gallup)
January 2-5, 2004 (Gallup)
December 11-14, 2003 (Gallup)
November 3-5, 2003 (Gallup)
October 24-26, 2003 (Gallup)
October 6-8, 2003 (Gallup)
September 8-10, 2003 (Gallup)
August 4-6, 2003 (Gallup)
August 5-8, 2002 (Gallup)

| Excellent | Only |  |  | Don’t know/ Refused |
| :---: | :---: | :---: | :---: | :---: |
|  | Good | Fair | Poor |  |
| 4 | 34 | 40 | 20 | $2=100$ |
| 3 | 30 | 45 | 21 | $1=100$ |
| 4 | 34 | 38 | 22 | $2=100$ |
| 2 | 29 | 42 | 26 | $1=100$ |
| 2 | 31 | 46 | 21 | $0=100$ |
| 3 | 34 | 42 | 21 | $0=100$ |
| 3 | 40 | 41 | 16 | *=100 |
| 3 | 34 | 44 | 19 | *=100 |
| 2 | 28 | 49 | 21 | *=100 |
| 2 | 24 | 44 | 30 | *=100 |
| 2 | 20 | 50 | 27 | $1=100$ |
| 1 | 20 | 49 | 30 | *=100 |
| 1 | 24 | 52 | 23 | *=100 |
| 1 | 27 | 52 | 19 | $1=100$ |
| 2 | 34 | 49 | 14 | $1=100$ |
| 25 | 49 | 21 | 4 | $1=100$ |
| 14 | 50 | 28 | 7 | $1=100$ |
| 11 | 54 | 25 | 9 | $1=100$ |
| 8 | 41 | 38 | 13 | *=100 |
| 5 | 42 | 39 | 13 | $1=100$ |
| 2 | 28 | 47 | 22 | $1=100$ |
| 1 | 26 | 52 | 21 | *=100 |
| 1 | 14 | 52 | 32 | $1=100$ |
| 1 | 9 | 37 | 53 | *=100 |


[^0]:    2 In 2000 the question asked about Al Gore.
    3 In 2000 the question asked about Al Gore.

