



1101 Connecticut Avenue NW, Suite 200  
Washington, DC 20036  
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Interview dates: September 20-22, 2004  
Interviews: 1,541 adults, 1,302 registered voters, 916 likely voters  
Margin of error: ±2.5 for all adults, ±2.7 for registered voters, +3.2 for likely voters

**THE ASSOCIATED PRESS POLL  
CONDUCTED BY IPSOS-PUBLIC AFFAIRS  
RELEASE DATE: SEPTEMBER 23, 2004  
PROJECT #81-4568-85**

**NOTE: all results shown are percentages unless otherwise labeled.**

**REGISTERED VOTERS/ PARTY IDENTIFICATION**

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

	<b>ALL ADULTS</b>
Yes.....	80
No .....	20
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?

	<b>REGISTERED VOTERS</b>
Strongly Republican .....	26
Moderately Republican .....	24
Definitely Independent/neither .....	6
Moderately Democrat.....	22
Strongly Democrat .....	21
Refused/not sure.....	1
<hr style="border-top: 1px dashed black;"/>	
<b>Total Republican .....</b>	<b>50</b>
<b>Total Democrat.....</b>	<b>43</b>

\* 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 50% Republican, 42% Democrat. For the respondents asked later in the survey, the results were 50% Republican, 44% Democrat.

**POLITICAL STUDY**

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

		<b>ALL ADULTS</b>						
		9/20 - <u>22/04</u>	9/7 - <u>9/04</u>	8/3 - <u>5/04</u>	7/5 - <u>7/04</u>	6/7 - <u>9/04</u>	5/3 - <u>5/04</u>	4/5 - <u>7/04</u>
Right direction.....		45	44	39	41	40	38	38
Wrong track .....		52	52	59	56	56	58	57
Not sure .....		3	4	2	3	4	4	5
		3/1 - <u>3/04</u>	2/2 - <u>4/04*</u>	1/5 - <u>7/04**</u>	12/15 - <u>17/03**</u>	12/1 - <u>3/03</u>	11/18 - <u>20/03</u>	11/4 - <u>6/03</u>
		35	44	49	47	43	38	41
		60	52	46	48	51	56	53
		5	4	5	5	6	6	6
		1 <sup>st</sup> Quarter <u>JFM 04</u>	4 <sup>th</sup> Quarter <u>OND 03</u>	3 <sup>rd</sup> Quarter <u>JAS 03</u>	2 <sup>nd</sup> Quarter <u>AMJ 03</u>	1 <sup>st</sup> Quarter <u>JFM 03</u>	4 <sup>th</sup> Quarter <u>OND 02</u>	<b>1 Year Ago</b> 9/16 - <u>18/03</u>
		44	43	41	52	41	43	37
		52	51	53	42	50	50	57
		4	6	6	6	9	7	6

\* 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	
	9/20 - 22/04	9/7 - 9/04
Strongly approve .....	37	37
Somewhat approve .....	9	9
Lean toward approval.....	7	6
Still have mixed feelings.....	1	1
Lean toward disapproval.....	8	10
Somewhat disapprove.....	4	3
Strongly disapprove .....	34	34
Not sure .....	-	-
<b>Total Approve.....</b>	<b>54</b>	<b>52</b>
<b>Total Disapprove.....</b>	<b>46</b>	<b>48</b>
<i>Mean Rating</i> <sup>1</sup> .....	4.2	4.1

	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 .....	-	-	-	-	-	-	-
<b>Total Approve.....</b>	<b>49</b>	<b>50</b>	<b>48</b>	<b>48</b>	<b>48</b>	<b>48</b>	<b>47</b>
<b>Total Disapprove.....</b>	<b>50</b>	<b>48</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>49</b>	<b>50</b>
<i>Mean Rating</i> <sup>1</sup> .....	4.0	4.0	4.0	4.0	4.0	4.0	4.0
	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	-
	<b>56</b>	<b>59</b>	<b>53</b>	<b>50</b>	<b>52</b>	<b>55</b>	<b>51</b>
	<b>42</b>	<b>39</b>	<b>44</b>	<b>47</b>	<b>46</b>	<b>43</b>	<b>46</b>
	4.4	4.6	4.2	4.1	4.1	4.3	4.1

<sup>1</sup>Mean 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.)

	1 <sup>st</sup> Quarter <u>JFM 04</u>	4 <sup>th</sup> Quarter <u>OND 03</u>	3 <sup>rd</sup> Quarter <u>JAS 03</u>	2 <sup>nd</sup> Quarter <u>AMJ 03</u>	1 <sup>st</sup> Quarter <u>JFM 03</u>	4 <sup>th</sup> Quarter <u>OND 02</u>	<b>1 Year Ago</b> 9/16 - 18/03
Strongly approve.....	30	30	31	39	34	35	30
Somewhat approve.....	10	12	15	12	13	15	16
Lean toward approval.....	10	11	10	11	10	12	9
Still have mixed feelings.....	2	3	2	2	4	2	2
Lean toward disapproval.....	16	13	14	13	13	14	15
Somewhat disapprove.....	5	6	5	4	5	5	5
Strongly disapprove.....	27	25	22	18	20	17	23
Not sure.....	-	-	1	1	1	-	-
<b>Total Approve.....</b>	<b>50</b>	<b>53</b>	<b>56</b>	<b>62</b>	<b>56</b>	<b>63</b>	<b>55</b>
<b>Total Disapprove.....</b>	<b>47</b>	<b>44</b>	<b>41</b>	<b>35</b>	<b>39</b>	<b>35</b>	<b>43</b>
<i>Mean Rating</i> <sup>1</sup> .....	4.2	4.3	4.4	4.8	4.5	4.8	4.4

<sup>1</sup>Mean 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 <sup>1</sup>
<b>Handling the economy</b>											
<b>LIKELY VOTERS</b>											
9/20-22/04.....	33	13	6	1	8	7	32	-	<b>53</b>	<b>46</b>	4.2
9/7-9/04.....	31	13	7	1	7	6	35	-	<b>51</b>	<b>48</b>	4.0
<b>REGISTERED VOTERS</b>											
8/3-5/04.....	26	14	7	1	8	10	33	1	<b>46</b>	<b>52</b>	3.8
7/5-7/04.....	29	13	7	1	10	9	31	-	<b>49</b>	<b>50</b>	4.0
6/7-9/04.....	23	15	9	2	11	9	30	1	<b>47</b>	<b>50</b>	3.9
5/3-5/04.....	24	13	6	2	13	11	31	-	<b>43</b>	<b>55</b>	3.8
4/5-7/04.....	23	12	9	2	11	9	34	-	<b>45</b>	<b>53</b>	3.7
3/1-3/04.....	23	13	9	2	10	10	33	-	<b>45</b>	<b>53</b>	3.7
2/2-4/04.....	19	16	9	2	12	8	33	1	<b>44</b>	<b>53</b>	3.7
1/5-7/04.....	25	17	11	2	10	8	25	2	<b>53</b>	<b>44</b>	4.2
12/15-17/03.....	23	19	13	1	11	8	24	1	<b>55</b>	<b>43</b>	4.2
12/1-3/03.....	26	16	8	2	11	9	27	1	<b>50</b>	<b>47</b>	4.1
11/18-20/03.....	21	15	10	3	12	10	29	-	<b>46</b>	<b>51</b>	3.8
11/4-6/03.....	23	16	10	3	9	10	28	1	<b>49</b>	<b>47</b>	4.0
10/21-23/03.....	20	16	12	3	10	8	30	1	<b>48</b>	<b>49</b>	3.9
10/7-9/03.....	19	14	12	2	11	12	29	1	<b>45</b>	<b>52</b>	3.7
1st quarter JFM 04.....	22	15	10	2	11	9	30	1	<b>47</b>	<b>50</b>	3.9
4 <sup>th</sup> quarter OND 03.....	22	16	11	2	11	9	28	1	<b>49</b>	<b>48</b>	3.9
3 <sup>rd</sup> quarter JAS 03.....	20	16	12	2	11	9	29	1	<b>48</b>	<b>49</b>	3.9
2nd quarter AMJ 03.....	22	16	12	3	11	8	27	1	<b>51</b>	<b>46</b>	4.0
1st quarter JFM 03.....	21	16	11	3	11	10	26	2	<b>49</b>	<b>46</b>	4.0
4 <sup>th</sup> quarter OND 02.....	21	18	13	3	12	10	22	1	<b>53</b>	<b>44</b>	4.2
<b>1 year ago</b> 9/16-18/03...	21	17	11	2	10	8	30	1	<b>49</b>	<b>49</b>	3.9

<sup>1</sup>Mean 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	<b>Total Ap- prove</b>	<b>Total Disap- prove</b>	<i>Mean- Rating<sup>1</sup></i>
<b>Handling domestic issues like health care, education, the environment and energy</b>											
<b>LIKELY VOTERS</b>											
9/20-22/04.....	25	15	10	1	8	7	34	-	<b>50</b>	<b>49</b>	3.9
9/7-9/04.....	24	15	10	1	6	7	37	-	<b>48</b>	<b>50</b>	3.8
<b>REGISTERED VOTERS</b>											
8/3-5/04.....	21	15	9	1	12	8	34	-	<b>45</b>	<b>54</b>	3.7
7/5-7/04.....	20	16	10	1	10	7	36	-	<b>46</b>	<b>52</b>	3.7
6/7-9/04.....	16	14	11	1	13	10	34	1	<b>41</b>	<b>57</b>	3.5
5/3-5/04.....	17	16	8	2	13	9	34	1	<b>42</b>	<b>55</b>	3.6
4/5-7/04.....	18	16	10	2	11	7	35	1	<b>43</b>	<b>53</b>	3.6
3/1-3/04.....	17	16	12	2	13	9	31	-	<b>45</b>	<b>53</b>	3.7
2/2-4/04.....	16	16	10	2	13	9	33	1	<b>42</b>	<b>55</b>	3.6
1/5-7/04.....	18	17	14	1	13	7	29	1	<b>49</b>	<b>49</b>	3.9
12/1-3/03.....	19	19	9	3	9	12	28	1	<b>47</b>	<b>49</b>	3.9
11/18-20/03.....	16	17	12	3	13	10	28	1	<b>45</b>	<b>51</b>	3.8
11/4-6/03.....	19	16	10	3	12	8	31	1	<b>45</b>	<b>51</b>	3.8
10/21-23/03.....	16	16	14	3	14	10	26	1	<b>47</b>	<b>50</b>	3.8
10/7-9/03.....	17	16	11	3	13	8	30	2	<b>44</b>	<b>51</b>	3.7
1st quarter JFM 04.....	17	16	12	2	13	8	31	1	<b>45</b>	<b>52</b>	3.7
4 <sup>th</sup> quarter OND 03.....	17	17	11	3	12	10	29	1	<b>45</b>	<b>51</b>	3.8
3 <sup>rd</sup> quarter JAS 03.....	19	17	13	2	12	9	27	1	<b>49</b>	<b>48</b>	3.9
2nd quarter AMJ 03.....	19	18	13	3	12	8	26	1	<b>50</b>	<b>47</b>	4.0
1st quarter JFM 03.....	21	17	11	4	12	9	25	1	<b>49</b>	<b>46</b>	4.0
4 <sup>th</sup> quarter OND 02.....	20	19	14	3	12	9	22	1	<b>52</b>	<b>43</b>	4.1
3 <sup>rd</sup> quarter JAS 02.....	20	19	14	3	14	8	21	1	<b>53</b>	<b>43</b>	4.2
<b>1 year ago</b> 9/16-18/03...	20	17	13	2	11	7	29	1	<b>51</b>	<b>47</b>	4.0

<sup>1</sup>Mean 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	<b>Total Ap- prove</b>	<b>Total Disap- prove</b>	<i>Mean- Rating<sup>1</sup></i>
<b>(ASKED OF HALF THE REGISTERED VOTERS)</b>											
<b>Handling foreign policy issues and the war on terrorism</b>											
<b>LIKELY VOTERS</b>											
9/20-22/04.....	43	9	3	-	8	5	32	-	<b>55</b>	<b>45</b>	4.4
9/7-9/04.....	45	6	4	-	7	6	31	1	<b>54</b>	<b>45</b>	4.4
<b>REGISTERED VOTERS</b>											
8/3-5/04.....	38	7	6	-	12	7	30	-	<b>51</b>	<b>49</b>	4.2
7/5-7/04.....	37	8	7	1	10	6	31	-	<b>51</b>	<b>48</b>	4.2
6/7-9/04.....	36	8	7	1	15	6	27	-	<b>51</b>	<b>48</b>	4.2
5/3-5/04.....	32	9	10	3	15	6	25	-	<b>50</b>	<b>47</b>	4.2
4/5-7/04.....	38	10	7	1	13	5	26	-	<b>55</b>	<b>43</b>	4.4
<b>(PRIOR TO APRIL 5-7, 2004 - THIS ITEM WAS ASKED OF ALL THE REGISTERED VOTERS)</b>											
3/1-3/04.....	36	12	6	1	13	7	25	-	<b>54</b>	<b>45</b>	4.4
2/2-4/04.....	35	11	8	2	14	6	24	-	<b>53</b>	<b>45</b>	4.3
1/5-7/04.....	39	11	9	1	13	6	20	1	<b>60</b>	<b>38</b>	4.7
12/15-17/03.....	43	11	8	1	14	5	17	1	<b>63</b>	<b>35</b>	4.9
12/1-3/03.....	36	12	7	3	12	7	23	-	<b>54</b>	<b>43</b>	4.4
11/18-20/03.....	32	13	7	3	14	7	23	1	<b>52</b>	<b>44</b>	4.3
11/4-6/03.....	33	11	7	2	12	6	28	1	<b>51</b>	<b>46</b>	4.2
10/21-23/03.....	35	10	10	2	14	6	22	1	<b>55</b>	<b>41</b>	4.5
10/7-9/03.....	34	11	8	2	15	7	22	1	<b>53</b>	<b>44</b>	4.4
1st quarter JFM 04.....	37	11	8	1	13	6	23	1	<b>56</b>	<b>43</b>	4.5
4 <sup>th</sup> quarter OND 03.....	36	11	8	2	14	6	22	1	<b>55</b>	<b>42</b>	4.4
3 <sup>rd</sup> quarter JAS 03.....	40	11	9	2	12	6	20	-	<b>60</b>	<b>38</b>	4.7
2nd quarter AMJ 03.....	48	11	9	2	10	5	14	1	<b>68</b>	<b>29</b>	5.2
1st quarter JFM 03.....	41	11	8	3	11	5	20	1	<b>60</b>	<b>36</b>	4.7
4 <sup>th</sup> quarter OND 02.....	42	13	10	3	11	6	14	1	<b>65</b>	<b>31</b>	5.0
1 year ago 9/16-18/03...	37	11	10	2	12	5	22	1	<b>58</b>	<b>40</b>	4.5
<b>(ASKED OF THE OTHER HALF OF THE REGISTERED VOTERS)</b>											
<b>Handling the situation in Iraq</b>											
<b>LIKELY VOTERS</b>											
9/20-22/04.....	37	6	8	1	7	6	35	-	<b>51</b>	<b>48</b>	4.1
<b>REGISTERED VOTERS</b>											
7/5-7/04.....	31	10	7	1	9	4	38	-	<b>47</b>	<b>51</b>	3.9
6/7-9/04.....	28	9	6	2	10	5	40	-	<b>43</b>	<b>55</b>	3.7
5/3-5/04.....	26	10	10	3	13	4	34	-	<b>46</b>	<b>51</b>	3.9

<sup>1</sup>Mean 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.

**(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>
<b>Voted In 2000</b> .....	<b>91</b>	<b>88</b>	<b>70</b>
<b>Did Not Vote In 2000</b> .....	<b>9</b>	<b>12</b>	<b>9</b>
- Did not live in state/district at the time ....	1	1	1
- Too young to vote at the time .....	2	2	2
- Not registered, too busy, something came up .....	3	4	3
- Other .....	3	5	4
- Not sure why not.....	-	-	-
<b>Not Sure/Refused If Voted in 2000</b> .....	-	-	-
<b>Not Registered To Vote</b> .....	<b>N/A</b>	<b>N/A</b>	<b>20</b>

**(ASKED ONLY OF REGISTERED VOTERS.)**

LV2. On November 2<sup>nd</sup>, 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 .....	97	88	70
9.....	2	4	3
8.....	1	3	2
7.....	-	1	1
6.....	-	1	1
5.....	-	2	1
4.....	-	-	-
3.....	-	-	-
2.....	-	-	-
1, certain will NOT vote.....	-	1	1
Not sure .....	-	-	-
Not Registered to Vote .....	N/A	N/A	21
<b>Total Likely To Vote (8-10)</b> .....	<b>100</b>	<b>95</b>	<b>75</b>
<b>Total Less Likely To Vote (1-7)</b> .....	<b>-</b>	<b>5</b>	<b>4</b>



**(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.....	58	41	38
Quite a bit.....	42	30	29
Only some.....	-	19	20
Very little .....	-	8	9
No interest at all.....	-	2	4
Not sure .....	-	-	-
<b>Total Great Deal/Quite a Bit.....</b>	<b>100</b>	<b>71</b>	<b>66</b>
<b>Total Only Some or Less.....</b>	<b>-</b>	<b>29</b>	<b>33</b>

**Likely voters - (54%)** 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.

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...?

	<u>LIKELY VOTERS</u>		<u>REGISTERED VOTERS</u>		
	<u>9/20 - 22/04</u>	<u>9/7 - 9/04</u>	<u>8/3 - 5/04</u>	<u>7/6 - 7/04</u>	<u>6/7 - 9/04<sup>1</sup></u>
Bush-Cheney, the Republicans.....	51	50	44	49	44
Undecided, lean Bush-Cheney .....	1	1	2	1	1
Kerry-Edwards, the Democrats.....	43	45	45	46	46
Undecided, lean Kerry-Edwards .....	1	1	2	-	1
Nader-Camejo, the Independents.....	1	1	3	2	6
Undecided, lean Nader-Camejo.....	1	-	1	-	-
(NOT READ) None/other candidate.....	1	1	2	1	1
Not sure .....	1	1	1	1	1
<b>Total Would Vote/Lean Bush-Cheney ....</b>	<b>52</b>	<b>51</b>	<b>45</b>	<b>50</b>	<b>44</b>
<b>Total Would Vote/Lean Kerry-Edwards..</b>	<b>45</b>	<b>46</b>	<b>48</b>	<b>46</b>	<b>47</b>
<b>Total Would Vote/Lean Nader-Camejo ...</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>6</b>

<sup>1</sup>In 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	
	9/20 - 22/04	9/7 - 9/04	9/20 - 22/04	9/7 - 9/04
Definitely will vote for candidates .....	84	81	77	77
Probably will vote for candidates .....	12	14	17	17
Could change mind .....	4	5	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	
	9/20 - 22/04	9/7 - 9/04	8/3 - 5/04	7/6 - 7/04
Strong Bush-Cheney .....	43	40	32	34
Weak Bush-Cheney.....	9	10	14	16
<b>TOTAL BUSH-CHENEY .....</b>	<b>52</b>	<b>51</b>	<b>45</b>	<b>50</b>
Strong Kerry-Edwards .....	33	35	31	27
Weak Kerry-Edwards.....	11	12	17	19
<b>TOTAL KERRY-EDWARDS .....</b>	<b>45</b>	<b>46</b>	<b>48</b>	<b>46</b>
Nader-Camejo .....	1	1	3	2
Undecided/other .....	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**

	9/20 - <u>22/04</u>	9/7 - <u>9/04</u>
Republicans .....	49	49
Democrats.....	46	46
Neither (VOL).....	3	3
Not sure .....	2	2

**REGISTERED VOTERS**

	8/3 - <u>5/04</u>	7/5 - <u>7/04</u>	6/7 - <u>9/04</u>	5/3 - <u>5/04</u>	4/5 - <u>7/04</u>	3/1 - <u>3/04</u>	2/2 - <u>4/04</u>
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 - <u>7/04</u>	12/1 - <u>3/03</u>	10/21 - <u>23/03</u>	8/19- <u>21/03</u>	8/5 - <u>8/03</u>	6/17- <u>19/03</u>	6/3 - <u>5/03</u>
	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

	1 <sup>st</sup> Quarter <u>JFM 04</u>	4 <sup>th</sup> Quarter <u>OND 03<sup>1</sup></u>	2 <sup>nd</sup> Quarter <u>AMJ 03</u>	4 <sup>th</sup> Quarter <u>OND 02</u>	3 <sup>rd</sup> Quarter <u>JAS 02</u>	2 <sup>nd</sup> Quarter <u>AMJ 02</u>	1 Year Ago 9/16 - <u>18/03</u>
	43	43	44	43	43	44	NA
	43	45	43	45	44	40	NA
	10	8	9	8	9	12	NA
	4	4	4	4	4	4	NA

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

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

**SUPREME COURT STUDY**

SC1. When the next U.S. Supreme Court Justice retires, would you like the person nominated to fill that vacancy on the Supreme Court to have political views that are...

	<b>ALL ADULTS</b>
Very conservative.....	20
Somewhat conservative .....	36
Somewhat liberal.....	28
Very liberal .....	9
(NOT READ) Moderate, middle of the road.....	3
Not sure.....	4
<b>Total Conservative .....</b>	<b>56</b>
<b>Total Liberal.....</b>	<b>37</b>

**POLITICAL STUDY (CONTINUED)**

**(ASKED OF ALL ADULTS.)**

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

	<b>LIKELY VOTERS</b>	<b>REGISTERED VOTERS</b>	<b>ALL ADULTS</b>
Liberal.....	20	19	20
Moderate.....	34	35	36
Conservative.....	44	43	41
Not sure .....	2	3	3

**(ASKED ONLY OF REGISTERED VOTERS WHO SAID THEY VOTED IN THE 2000 PRESIDENTIAL ELECTION IN Q.LV1.)**

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

	<b>LIKELY VOTERS</b>	<b>REGISTERED VOTERS</b>	<b>ALL ADULTS</b>
<b>Voted In 2000 .....</b>	<b>91</b>	<b>88</b>	<b>70</b>
- George W. Bush, the Republican .....	51	49	39
- Al Gore, the Democrat.....	35	33	26
- Ralph Nader, the Green Party Candidate.....	3	3	2
- (NOT READ) Not sure/refused who voted for.....	1	2	2
- (NOT READ) Too young to vote at the time	-	-	-
- Not sure/refused who for .....	1	1	1
<b>Registered, But Did Not Vote In 2000.....</b>	<b>9</b>	<b>12</b>	<b>10</b>
<b>Not Registered To Vote.....</b>	<b>N/A</b>	<b>N/A</b>	<b>20</b>

<b>DEMOGRAPHICS</b>
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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 .....	27
50-64 .....	25
65 and over .....	16
Refused/not sure .....	1

D2. Are you employed:

<b>TOTAL EMPLOYED .....</b>	<b>64</b>
- Full time.....	52
- Part time.....	12
Not employed .....	15
Retired.....	21
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.....	17
Senior executive or manager.....	7
Clerical or administrative .....	7
Sales or services .....	9
A skilled trade or technical occupation.....	11
Blue-collar work or laborer.....	7
Farming or fishing .....	1
Other (VOL) .....	5
Refused/not sure .....	-
Not Employed Full/Part Time (Q.D2) .....	36

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

Grade school or some high school .....	6
Completed high school .....	25
Some college but did not finish.....	22
Completed a two year college degree .....	12
Completed a four year college degree.....	22
Completed a post-graduate degree such as a Master's or Ph.D. ....	13
Refused/not sure .....	-

D5. Are you currently married?

Yes .....	55
No.....	45
Refused/not sure .....	-

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

1 .....	23
2 .....	31
3 .....	19
4 .....	15
5 .....	7
6 or more .....	4
Refused/not sure .....	1

**(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?

<b>ANY CHILDREN – NET .....</b>	<b>38</b>
Under 6.....	19
6-12 .....	18
13-17 .....	14
<b>NO CHILDREN .....</b>	<b>62</b>
<b>Refused/not sure .....</b>	<b>1</b>

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

Yes .....	54
No.....	43
Refused/not sure .....	3

**(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.....	32
1 time.....	20
2 times.....	14
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.....	1
25 times or more .....	1
Refused/not sure .....	7
<hr/>	
<b>Active Investors (5 times or more).....</b>	<b>15</b>

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

Own .....	69
Rent.....	29
Refused/not sure .....	2

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

Protestant.....	52
Catholic .....	24
Jewish .....	2
Some other religion .....	11
(NOT READ) No religion .....	9
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 .....	7
Neither.....	63
Refused/not sure .....	2

D12a. Are you of Hispanic ethnicity?

**(Q.D12b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D12a.)**

D12b. Are you white, black, Asian, or some other race?

**(RESULTS SHOWN IN SUMMARY BELOW.)**

White .....	78
Black.....	10
Hispanic.....	7
Asian.....	1
American Indian.....	1
Other.....	2
Refused .....	1

D13. Are you:

	<u>Yes</u>	<u>No</u>	<u>Refused/ Not Sure</u>
A gun owner .....	33	66	1
Someone who attends religious services once a week or more.....	49	51	-
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.....	21	79	-

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 .....	5
\$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 .....	8
\$50,000 to less than \$75,000 .....	16
\$75,000 to less than \$100,000 .....	9
\$100,000 or more .....	13
Refused/not sure .....	14

**REGION:**

Northeast.....	20
Midwest .....	23
South .....	35
West .....	22

**METROPOLITAN STATUS:**

Urban.....	27
Suburban.....	51
Rural.....	22

**GENDER:**

Male .....	48
Female .....	52