



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

Interview dates: October 18-20, 2004
Regular sample interviews: 1,000 adults, 862 registered voters
Regular sample margin of error: ± 3.1 for all adults, ± 3.3 registered voters
With additional interviews, 1,540 adults, 1,330 registered voters, 976 likely voters
Full sample margin of error: ± 2.5 for all adults, ± 2.7 registered voters, ± 3.1 likely voters

**THE ASSOCIATED PRESS POLL
CONDUCTED BY IPSOS-PUBLIC AFFAIRS
RELEASE DATE: OCTOBER 21, 2004
PROJECT #81-4568-93**

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.....	82
No	18
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	24
Moderately Republican	21
Definitely Independent/neither	7
Moderately Democrat.....	26
Strongly Democrat	21
Refused/not sure.....	1
Total Republican	45
Total Democrat	47

* 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 41% Republican, 47% Democrat. For the respondents asked later in the survey, the results were 48% Republican, 47% 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						
		<i>10/18 -</i>	<i>10/4 -</i>	<i>9/20 -</i>	<i>9/7 -</i>	<i>8/3 -</i>	<i>7/5 -</i>	<i>6/7 -</i>
		<u>20/04</u>	<u>6/04</u>	<u>22/04</u>	<u>9/04</u>	<u>5/04</u>	<u>7/04</u>	<u>9/04</u>
Right direction.....		41	40	45	44	39	41	40
Wrong track		56	56	52	52	59	56	56
Not sure		3	4	3	4	2	3	4
		<i>5/3 -</i>	<i>4/5 -</i>	<i>3/1 -</i>	<i>2/2 -</i>	<i>1/5 -</i>	<i>12/15 -</i>	<i>12/1 -</i>
		<u>5/04</u>	<u>7/04</u>	<u>3/04</u>	<u>4/04*</u>	<u>7/04**</u>	<u>17/03**</u>	<u>3/03</u>
		38	38	35	44	49	47	43
		58	57	60	52	46	48	51
		4	5	5	4	5	5	6
		<i>2nd</i>	<i>1st</i>	<i>4th</i>	<i>3rd</i>	<i>2nd</i>	<i>1st</i>	1 Year
		Quarter	Quarter	Quarter	Quarter	Quarter	Quarter	Ago
		<u>AMJ 04</u>	<u>JFM 04</u>	<u>OND 03</u>	<u>JAS 03</u>	<u>AMJ 03</u>	<u>JFM 03</u>	<u>10/21 -</u>
		39	44	43	41	52	41	41
		57	52	51	53	42	50	52
		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			
	10/18 - 20/04	10/4 - 6/04	9/20 - 22/04	9/7 - 9/04
Strongly approve	35	34	37	37
Somewhat approve	6	7	9	9
Lean toward approval	6	5	7	6
Still have mixed feelings	1	1	1	1
Lean toward disapproval	11	10	8	10
Somewhat disapprove	5	5	4	3
Strongly disapprove	36	38	34	34
Not sure	-	-	-	-
Total Approve	47	46	54	52
Total Disapprove	52	53	46	48
<i>Mean Rating</i> ¹	3.9	3.9	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
Strongly approve	30	31	27	27	28	28
Somewhat approve	10	9	12	11	9	10
Lean toward approval	9	10	9	11	11	10
Still have mixed feelings	1	1	2	2	2	3
Lean toward disapproval	13	11	13	14	13	16
Somewhat disapprove	5	5	7	5	5	4
Strongly disapprove	32	33	30	30	32	29
Not sure	-	-	-	-	-	-
Total Approve	49	50	48	48	48	48
Total Disapprove	50	48	50	50	50	49
<i>Mean Rating</i> ¹	4.0	4.0	4.0	4.0	4.0	4.0

2/2 - 4/04	1/5 - 7/04	12/15 - 17/03	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03
27	33	38	30	29	29
10	11	11	12	9	12
9	12	10	10	12	12
4	1	2	3	3	2
16	15	14	13	14	12
5	5	4	7	6	5
29	22	21	25	27	28
-	1	-	-	-	-
47	56	59	53	50	52
50	42	39	44	47	46

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 10/21 - <u>23/03</u>
Strongly approve.....	27	30	30	31	39	34	28
Somewhat approve.....	11	10	12	15	12	13	13
Lean toward approval.....	10	10	11	10	11	10	13
Still have mixed feelings.....	2	2	3	2	2	4	2
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	23
Not sure.....	-	-	-	1	1	1	1
Total Approve.....	48	50	53	56	62	56	55
Total Disapprove.....	50	47	44	41	35	39	43
<i>Mean Rating</i> ¹	4.0	4.2	4.3	4.4	4.8	4.5	4.3

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											
10/18-20/04.....	30	11	6	1	9	7	36	-	47	52	3.9
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
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 10/21-23/03....	20	16	12	3	10	8	30	1	48	49	3.9

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	<i>Mean- Rating¹</i>
Handling domestic issues like health care, education, the environment and energy											
LIKELY VOTERS											
10/18-20/04.....	24	12	8	1	7	8	40	-	44	55	3.6
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
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 10/21-23/03....	16	16	14	3	14	10	26	1	47	50	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.

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											
10/18-20/04.....	40	5	6	-	9	6	34	-	51	49	4.1
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
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 10/21-23/03....	35	10	10	2	14	6	22	1	55	41	4.5
(ASKED OF THE OTHER HALF OF THE REGISTERED VOTERS)											
Handling the situation in Iraq											
LIKELY VOTERS											
10/18-20/04.....	34	8	4	1	7	3	43	-	46	53	3.8
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	88	86	70
Did Not Vote In 2000	12	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	4	5	4
- Other.....	3	5	4
- Not sure why not.....	1	-	-
Not Sure/Refused If Voted in 2000	-	-	-
Not Registered To Vote	N/A	N/A	19

(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	96	88	72
9.....	3	4	3
8.....	1	3	3
7.....	-	1	1
6.....	-	1	1
5.....	-	1	1
4.....	-	-	-
3.....	-	-	-
2.....	-	-	-
1, certain will NOT vote.....	-	2	1
Not sure	-	-	-
Not Registered to Vote	-	-	18
Total Likely To Vote (8-10)	100	95	77
Total Less Likely To Vote (1-7)	-	5	4

(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.....	61	45	40
Quite a bit.....	39	28	28
Only some.....	-	18	19
Very little	-	6	9
No interest at all.....	-	3	4
Not sure	-	-	-
Total Great Deal/Quite a Bit.....	100	73	68
Total Only Some or Less.....	-	27	32

Likely voters - (70% of registered voters or 57% of all adults) 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.....	9	9	9
No, Have Not Voted	91	91	91
- Will vote early	15	14	12
- Will vote on election day.....	76	75	71
- (NOT READ) Will not vote.....	-	1	8
- Not sure/refused if voting early	-	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.....	9	9
- Bush-Cheney, the Republicans	4	3
- Kerry-Edwards, the Democrats.....	4	5
- Nader-Camejo, the Independents.....	-	-
- (NOT READ) None/other candidate	-	-
- Not sure/refused who for	1	1
Did Not/Will Not Vote Early (Q.EV1)	91	91

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			
	<u>10/18 - 20/04</u>	<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>7/6 - 7/04</u>	<u>6/7 - 9/04¹</u>	² <u>nd</u> <u>Quarter</u> <u>AMJ 04</u>
TOTAL BUSH-CHENEY	46	46	52	51	45	50	44	46
- Bush-Cheney, the Republicans	41	43	51	50	44	49	44	44
- Already voted for Bush-Cheney	4	2	N/A	N/A	N/A	N/A	N/A	N/A
- Undecided, lean Bush-Cheney	1	1	1	1	2	1	1	1
TOTAL KERRY-EDWARDS	49	50	45	46	48	46	47	42
- Kerry-Edwards, the Democrats.....	43	47	43	45	45	46	46	42
- Already voted for Kerry-Edwards.....	5	2	N/A	N/A	N/A	N/A	N/A	N/A
- Undecided, lean Kerry-Edwards	1	1	1	1	2	-	1	2
TOTAL NADER-CAMEJO	2	2	1	1	3	2	6	6
- Nader-Camejo, the Independents.....	2	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	1	2	1	1	3
Not sure	1	1	1	1	1	1	1	1
Already voted, other/(DK/REF)	1	-	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			
	<u>10/18 - 20/04</u>	<u>10/4 - 6/04</u>	<u>9/20 - 22/04</u>	<u>9/7 - 9/04</u>	<u>10/18 - 20/04</u>	<u>10/4 - 6/04</u>	<u>9/20 - 22/04</u>	<u>9/7 - 9/04</u>
Definitely will vote for candidates.....	89	86	84	81	80	78	77	77
Probably will vote for candidates	7	10	12	14	15	15	17	17
Could change mind.....	4	4	4	5	5	7	6	6
Not sure	-	-	-	-	-	-	-	-

	REGISTERED VOTERS			
	Would Vote for Bush-Cheney		Would Vote for Kerry-Edwards	
	<u>8/3 - 5/04</u>	<u>7/6 - 7/04</u>	<u>8/3 - 5/04</u>	<u>7/6 - 7/04</u>
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	
	<u>10/18 - 20/04</u>	<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>7/6 - 7/04</u>
Strong Bush-Cheney	41	38	43	40	32	34
Weak Bush-Cheney	5	7	9	10	14	16
TOTAL BUSH-CHENEY	46	46	52	51	45	50
Strong Kerry-Edwards	39	39	33	35	31	27
Weak Kerry-Edwards	10	11	11	12	17	19
TOTAL KERRY-EDWARDS	49	50	45	46	48	46
Nader-Camejo	2	2	1	1	3	2
Undecided/other	3	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			
	<u>10/18 - 20/04</u>	<u>10/4 - 6/04</u>	<u>9/20 - 22/04</u>	<u>9/7 - 9/04</u>
Republicans	46	44	49	49
Democrats	47	48	46	46
Neither (VOL)	4	5	3	3
Not sure	3	3	2	2

	REGISTERED VOTERS						
	<u>8/3 - 5/04</u>	<u>7/5 - 7/04</u>	<u>6/7 - 9/04</u>	<u>5/3 - 5/04</u>	<u>4/5 - 7/04</u>	<u>3/1 - 3/04</u>	<u>2/2 - 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
	REGISTERED VOTERS						
	<u>1/5 - 7/04</u>	<u>12/1 - 3/03</u>	<u>10/21 - 23/03</u>	<u>10/7 - 9/03</u>	<u>8/19 - 21/03</u>	<u>8/5 - 8/03</u>	<u>6/17 - 19/03</u>
Republicans	44	42	44	43	40	40	40
Democrats	42	44	44	46	45	44	47
Neither (VOL)	9	10	8	7	9	12	10
Not sure	5	4	4	4	6	4	3
	REGISTERED VOTERS						1 Year Ago
	<u>2nd Quarter AMJ 04</u>	<u>1st Quarter JFM 04</u>	<u>4th Quarter OND 03¹</u>	<u>2nd Quarter AMJ 03</u>	<u>4th Quarter OND 02</u>	<u>3rd Quarter JAS 02</u>	<u>10/21 - 23/03</u>
Republicans	42	43	43	44	43	43	44
Democrats	48	43	45	43	45	44	44
Neither (VOL)	7	10	8	9	8	9	8
Not sure	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).

CANDIDATE AND ELECTION STUDY (INCLUDES ADDITIONAL SAMPLE)

EL-1. 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			
10/18-20/04.....	65	34	1
10/4-6/04.....	67	33	-
REGISTERED VOTERS			
10/18-20/04.....	67	32	1
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			
10/18-20/04.....	64	35	1
10/4-6/04.....	68	32	-
REGISTERED VOTERS			
10/18-20/04.....	63	36	1
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			
10/18-20/04.....	73	25	2
10/4-6/04.....	73	26	1
REGISTERED VOTERS			
10/18-20/04.....	71	27	2
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			
10/18-20/04.....	44	53	3
10/4-6/04.....	43	55	2
REGISTERED VOTERS			
10/18-20/04.....	44	53	3
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.EL-1 (cont.)	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
Honest - George W. Bush			
LIKELY VOTERS			
10/18-20/04.....	53	46	1
10/4-6/04.....	53	46	1
REGISTERED VOTERS			
10/18-20/04.....	53	46	1
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			
10/18-20/04.....	53	44	3
10/4-6/04.....	59	40	1
REGISTERED VOTERS			
10/18-20/04.....	52	45	3
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

EL-2. 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>10/18 - 20/04</u>	<u>10/4 - 6/04</u>	<u>10/18 - 20/04</u>	<u>10/4 - 6/04</u>	<u>9/7 - 9/04</u>
Protecting the country.....	63	65	63	63	64
Creating jobs.....	27	26	28	27	31
(NOT READ) Both equally	9	8	8	9	4
Not sure	1	1	1	1	1

EL-3a. Who do you think will be BETTER at creating jobs?

	LIKELY VOTERS		REGISTERED VOTERS				
	<u>10/18 - 20/04</u>	<u>10/4 - 6/04</u>	<u>10/18 - 20/04</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.....	38	40	38	39	44	39	37
John Kerry.....	56	54	54	53	50	55	53
(NOT READ) Both would do well	1	1	1	1	1	1	1
(NOT READ) Neither.....	3	3	4	4	3	3	6
Not sure.....	2	2	3	3	2	2	3

EL-3b. Who do you trust to do a better job of protecting the country?

	LIKELY VOTERS		REGISTERED VOTERS					
	<u>10/18 - 20/04</u>	<u>10/4 - 6/04</u>	<u>10/18 - 20/04</u>	<u>10/4 - 6/04</u>	<u>9/7- 9/04</u>	<u>8/3- 5/04</u>	<u>4/5- 7/04</u>	<u>3/19- 21/04</u>
George W. Bush	51	51	53	53	59	52	53	58
John Kerry	44	45	41	41	36	43	37	35
(NOT READ) Both would do well.....	1	1	1	1	1	1	1	1
(NOT READ) Neither	2	2	3	3	2	3	5	4
Not sure	2	1	2	2	2	1	4	2

EL-3c. Who do you trust to do a better job of handling the situation in Iraq?

	LIKELY VOTERS		REGISTERED VOTERS	
	<u>10/18 - 20/04</u>	<u>10/4 - 6/04</u>	<u>10/18 - 20/04</u>	<u>10/4 - 6/04</u>
George W. Bush.....	50	49	51	51
John Kerry	47	46	44	43
(NOT READ) Both would do well.....	-	-	-	-
(NOT READ) Neither.....	1	3	3	4
Not sure.....	2	2	2	2

EL-4. 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		
	<u>10/18 - 20/04</u>	<u>10/4 - 6/04</u>	<u>10/18 - 20/04</u>	<u>10/4 - 6/04</u>	<u>8/3 - 5/04¹</u>	<u>4/16- 18/04</u>	<u>12/15- 17/03</u>
Made the right decision in going to war in Iraq...	49	47	48	49	48	57	64
Made a mistake in going to war in Iraq.....	50	52	50	50	50	40	34
Not sure.....	1	1	2	1	2	3	2

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

EL-5. How confident are you that the votes in your state will be counted accurately?

	LIKELY VOTERS	REGISTERED VOTERS
Very confident	51	53
Somewhat confident.....	40	37
Not very confident	7	7
Not at all confident.....	2	3
Not sure.....	-	-
Total Confident.....	91	89
Total Not Confident.....	9	10

EL-6. Recently, have you personally been contacted by any candidates, campaigns, or other groups urging you to vote in a particular way in the upcoming elections, or not?

	<u>LIKELY VOTERS</u>	<u>REGISTERED VOTERS</u>
Yes.....	33	31
No	67	69
Not sure	-	-

(ASKED ONLY OF THOSE WHO SAY IN Q.EL6 THAT THEY HAVE BEEN CONTACTED.)

EL-7. How were you contacted? Were you contacted...

	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
By phone			
Likely voters	68	32	-
Registered voters.....	70	30	-
By postal mail			
Likely voters	82	18	-
Registered voters.....	82	18	-
By e-mail			
Likely voters	20	79	1
Registered voters.....	18	81	1
In person at your home			
Likely voters	18	82	-
Registered voters.....	20	80	-
In person at your work or school			
Likely voters	4	96	-
Registered voters.....	3	97	-
In person at some other place like a shopping mall or a church			
Likely voters	16	84	-
Registered voters.....	13	87	-
Some other way			
Likely voters	11	89	-
Registered voters.....	11	89	-

EL-8. When you were contacted, were you urged to vote for...

	<u>LIKELY VOTERS</u>	<u>REGISTERED VOTERS</u>
John Kerry or other Democratic candidates	23	22
George W. Bush or other Republican candidates ...	21	19
Both.....	49	51
(NOT READ) Other	5	5
Not sure.....	2	3

EL-9. In the last week, have you personally seen any television ads for John Kerry/ George W. Bush, or not?

	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>		<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
John Kerry				George W. Bush			
Likely voters.....	76	24	-	Likely voters	77	23	-
Registered voters.....	74	26	-	Registered voters	73	26	1

FLU SHOT STUDY (REGULAR SAMPLE ONLY)

FL-1. How many children do you have under age 18?

One or more	41
No children	59
Not sure/refused.....	-

FL-1a. Have you been vaccinated against the flu this year with a flu shot, or with nasal spray, or not?

(FL-1b ASKED ONLY OF THOSE WHO SAY YES IN Q.FL-1a.)

FL1b. When was the last time you were vaccinated against the flu? Was it...

Have Been Vaccinated This Year	10
- Within the past month.....	7
- Longer ago than that	3
- Not sure when	-
Have Not Been Vaccinated This Year	90
Not sure.....	-

FL-2. Were you vaccinated against the flu last year, with a flu shot or nasal spray, or not?

Yes	42
No.....	58
Not sure.....	-

(FL-3a ASKED OF THOSE WHO SAY IN Q.FL-1a THAT THEY WERE NOT VACCINATED THIS YEAR.)

FL-3a. Do you plan to be vaccinated against the flu this year, or not?

(FL-3b ASKED OF THOSE WHO SAY IN Q.FL-1a THAT THEY WERE VACCINATED THIS YEAR, BUT SAY IN Q.FL-1b THAT IT WAS NOT IN THE PAST MONTH.)

FL-3b. Do you plan to be vaccinated against the flu for the current flu season, or not?

<i>FLU SHOT SUMMARY (RESPONDENT):</i>	
Already have gotten a current season flu shot.....	7
Have not gotten one but plan to.....	28
Do not plan to get a flu shot/not sure/refused.....	65

(ASKED ONLY OF THOSE WHO HAVE AT LEAST ONE CHILD UNDER AGE 18.)

FL-4a. (Has your child/have your children) been vaccinated against the flu this year with a flu shot, or with nasal spray, or not?

(FL-4b ASKED ONLY OF THOSE WHO SAY YES IN Q.FL-4a.)

FL-4b. When was the last time (your child was/your children were) vaccinated against the flu? Was it within the past month, or longer ago than that?.

Child/Children Have Been Vaccinated	
This Year	13
- Within the past month.....	9
- Longer ago than that	4
- Not sure when	-
Child/Children Have Not Been Vaccinated	
This Year	86
Not sure.....	1

(ASKED ONLY OF THOSE WHO HAVE AT LEAST ONE CHILD UNDER AGE 18.)

FL-5. (Was your child/Were any of your children) vaccinated against the flu last year with a flu shot or nasal spray, or not?

Yes	36
No.....	63
Not sure.....	1

(FL-6a ASKED OF THOSE WHO SAY IN Q.FL-4a THAT THEY WERE NOT VACCINATED THIS YEAR.)

FL-6a. Do you plan to be vaccinated against the flu this year, or not?

(FL-6b ASKED OF THOSE WHO SAY IN Q.FL-6a THAT THEY WERE VACCINATED THIS YEAR, BUT SAY IN Q.FL-6b THAT IT WAS NOT IN THE PAST MONTH.)

FL-6b. Do you plan to be vaccinated against the flu for the current flu season, or not?

<i>FLU SHOT SUMMARY (CHILD/CHILDREN):</i>	
Already have gotten a current season flu shot.....	9
Have not gotten one but plan to.....	28
Do not plan to get a flu shot for child/children /not sure/refused.....	63

FL-7. Are you or is anyone in your family at high risk for the flu and therefore in greater need for a flu shot, or not?

Yes	42
No.....	57
Not sure.....	1

FL-8. How worried are you that you or someone in your family will need a flu shot, and will not be able to get one this year because of the shortage of flu vaccine?

Very worried	13
Somewhat worried.....	21
Not too worried	22
Not at all worried	44
Not sure.....	-
Total Worried	34
Total Not Worried	66

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	20	20
Moderate.....	39	38	38
Conservative	39	39	39
Not sure	2	3	3

(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	88	86	70
- George W. Bush, the Republican	46	45	37
- Al Gore, the Democrat.....	37	35	29
- Ralph Nader, the Green Party Candidate.....	3	3	2
- (NOT READ) Not sure/refused who voted for.....	1	1	1
- (NOT READ) Too young to vote at the time	-	-	-
- Not sure/refused who for	2	2	1
Registered, But Did Not Vote In 2000.....	11	14	12
Not Registered To Vote	N/A	N/A	18

DEMOGRAPHICS (INCLUDES ADDITIONAL SAMPLE)

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	28
50-64	24
65 and over	17
Refused/not sure	-

D2. Are you employed:

TOTAL EMPLOYED	64
- Full time.....	54
- Part time.....	10
Not employed	16
Retired.....	20
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.....	18
Senior executive or manager.....	6
Clerical or administrative	6
Sales or services	12
A skilled trade or technical occupation.....	12
Blue-collar work or laborer.....	5
Farming or fishing	1
Other (VOL)	4
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	7
Completed high school	25
Some college but did not finish.....	22
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	-

D5. Are you currently married?

Yes	58
No.....	42
Refused/not sure	-

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

1	21
2	33
3	20
4	15
5	7
6 or more	3
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?

ANY CHILDREN – NET	39
Under 6.....	21
6-12	18
13-17	13
NO CHILDREN	61
Refused/not sure	1

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

Yes	51
No.....	47
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.....	34
1 time.....	21
2 times.....	12
3 times.....	7
4 times.....	4
5 to 9 times.....	8
10 to 14 times.....	4
15 to 19 times.....	2
20 to 24 times.....	-
25 times or more	3
Refused/not sure	5
<hr/>	
Active Investors (5 times or more).....	17

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	23
Jewish	2
Some other religion	12
(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.....	25
Evangelical	5
Neither.....	68
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	81
Black.....	9
Hispanic.....	6
Asian.....	1
American Indian.....	1
Other.....	1
Refused	1

D13. 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	5
\$30,000 to less than \$40,000	10
\$40,000 to less than \$50,000	10
\$50,000 to less than \$75,000	16
\$75,000 to less than \$100,000	8
\$100,000 or more	14
Refused/not sure	11

REGION:

Northeast.....	19
Midwest.....	23
South.....	36
West.....	22

METROPOLITAN STATUS:

Urban.....	31
Suburban.....	48
Rural.....	21

GENDER:

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