

The Star-Ledger/**Eagleton-Rutgers Poll**

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THE PRESIDENT BOUNCES BACK

Concerns Over Terrorism Cast Doubts About Kerry

Many of the speakers at the recent Republican convention questioned John Kerry's ability to keep the country safe. This seems to have wiped out the large lead the Democratic challenger built among New Jersey voters following his own party's nominating convention. Driven by voter concerns on who can do a better job with the war on terrorism, Kerry now holds a slim four percentage point lead over incumbent George W. Bush.

The latest *Star-Ledger/Eagleton-Rutgers Poll*, which was conducted on the heels of the GOP's New York City gathering, has Senator Kerry receiving support from 43 percent of New Jersey's registered voters compared to 39 percent who would select President Bush if the election were held today. This marks a return to the spring electorate's composition when Kerry led with 43 percent to 37 percent for Bush. Immediately following the Democratic convention, the challenger led by as much as 20 points – 52 to 32 percent among registered voters. When looking at the state's likeliest voters in the current poll, the President closes the gap even more, now garnering 41 percent of likely voters to 43 percent for Kerry.

As is typical in New Jersey elections, political independents are the key determinant in this changing dynamic. The Democrat now holds a slight 39 to 37 percent lead among the state's independent voters. In the days immediately following the Democratic convention, Bush trailed among these swing voters by a substantial margin. At that time, 50 percent went for Kerry to 26 percent for Bush.

The Star-Ledger/Eagleton-Rutgers Poll • Eagleton Institute of Politics

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The Bush campaign has also closed the gender gap. Last month, Kerry held a 15 point lead among men and an even larger 25 point lead among women. Currently, the Democrat only has a single digit advantage among both groups – 41 to 38 percent among male voters and 46 to 39 percent among women.

Patrick Murray, acting director of the poll, commented, “New Jersey has been uniquely affected by terrorism, from 9/11 to anthrax. The Republicans hammered away at Kerry’s ability to lead the war on terrorism. And since these charges went unchallenged by the Democrat, they have taken root among some of the state’s voters.”

Currently, more than half the voters – 53 percent – believe that George Bush would do a better job handling the war on terrorism. Only 34 percent choose Kerry. One month ago, Kerry narrowly edged Bush on this issue by 45 to 41 percent. Kerry also lost the issue advantage he held on the war in Iraq. Bush now leads the Democrat on that issue by 47 to 40 percent. This reverses the post-Democratic convention view when 50 percent thought Kerry would do a better job with the Iraq conflict compared to 38 percent who chose Bush.

The Democrat still retains his issue advantage on the domestic front – specifically with creating jobs – 53 to 31 percent – and education – 51 to 34 percent.

Overall, 42 percent of New Jersey voters have a favorable impression of President Bush (up from 38 percent in August). A similar 45 percent hold an unfavorable view of the Republican. Senator Kerry garners favorable views from 44 percent of voters – down from 54 percent one month ago – and unfavorable ones from 30 percent.

“Kerry’s favorability ratings are still higher than the President’s,” observed Murray, “but there has been some slippage in the past month. The rhetoric has been swamped by discussions of Senator Kerry’s military record in Vietnam. And while most do not buy the argument made by the swift boat group, the assault on his national security credentials has given some New Jersey voters second thoughts about backing the Democrat.”

About three-quarters of New Jersey’s electorate say they have seen or heard about the Swift Boat Veterans for Truth ad questioning the validity of the Senator’s war medals. However, only 10 percent of those who have heard about the ad agree with its premise that Kerry misrepresented his war record.

Even though the ad rings false to most voters, the net effect of the Republicans’ message this past month has been to chip away at Kerry’s support. Currently, only 36

percent of Kerry voters report that their intended vote is a positive affirmation of the Democrat as the best candidate for the job. The majority – 59 percent – say that their pick is more a vote “against” President Bush. One month ago, Kerry voters were more evenly split, with 46 percent saying that they were casting a clear vote “for” Kerry compared to 49 percent who were voting more “against” Bush. Among Bush voters, 79 percent say they are voting “for” the President compared to 19 percent who are voting “against” Kerry. This is basically unchanged from the August poll.

Murray remarked, “In early August, the voters were responding to an unchallenged message from the Democrats. Now the Republicans have had their turn. With the fall debates ahead of us, the electorate will have an opportunity to compare both candidates side by side and the pendulum should swing a little less intensely. It’s an important election in which many voters feel there is a lot at stake.”

Half of the electorate – 49 percent – believes that this election will make a great deal of difference in the way government is run. Another 28 percent say it will make some difference and only 16 percent say it will not make very much difference. The feeling that this election will have a significant impact on the country is at its highest level since the poll first asked this question poll back in 1988. Only one-third or fewer registered voters during the four prior White House contests – 1988, 1992, 1996 and 2000 – felt the outcomes of those races would make a great deal of difference in how the government was run.

The latest *Star-Ledger/Eagleton-Rutgers Poll* was conducted with 738 registered voters by telephone from September 3 to 7. The poll has a margin of error of ± 3.7 percentage points.

The poll asked voters whether they had watched the Republican convention on television. Nearly two-thirds of voters – 65 percent – said they saw at least part of the convention, including half – 49 percent – who saw at least part of the president’s acceptance speech. This is similar to reported viewership for the Democrats’ convention in July.

“While voter exposure to both party’s conventions seems about the same on the surface, the quality of coverage was most likely different,” observed Murray. “Voters tend to get more of their news from local television stations rather than from newspapers or national broadcasters. Because of the location of this year’s GOP convention, New York stations provided extensive coverage on their local newscasts. This may help to

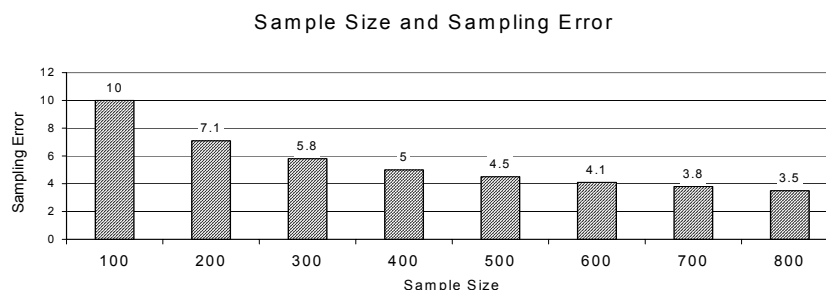
explain why Bush made larger gains in the part of New Jersey served by that media market than he did in the Delaware Valley area – which had already been exposed to the Pennsylvania media buys of both campaigns.”

In early August, Kerry held a 26 point lead in North Jersey and a 25 point lead in Central Jersey compared to a 10 point advantage in South Jersey. The current poll shows his lead cut in all regions, but particularly in the New York media market. His lead now stands at 6 points in the northern and central regions and he draws even with Bush in the southern part of New Jersey.

NEW JERSEY 2004 VOTE DYNAMICS			
<i>Kerry Advantage</i>			
<u>Voter Group</u>	<u>May</u>	<u>August</u>	<u>September</u>
All Registered	+6	+20	+4
<i>Likely Voters</i>	<i>NA</i>	+20	+2
<u>Party ID</u>			
Democrat	+75	+87	+65
Independent	+11	+24	+2
Republican	-81	-74	-81
<u>Gender</u>			
Male	+1	+15	+3
Female	+10	+25	+7
<u>Race</u>			
White	-2	+14	-5
Black/Hispanic	+43	+53	+54
<u>Age</u>			
18 to 29	+30	+45	+46
30 to 49	+4	+15	+1
50 to 64	+4	+18	-5
65 +	+10	+19	+5
<u>Education</u>			
H.S. or less	+7	+17	+6
Some college	+7	+16	+4
College grad	+5	+25	+6
<u>Region of State</u>			
North	+9	+26	+6
Central	+6	+25	+6
South	even	+10	even

BACKGROUND MEMO – RELEASE (EP148-1) SEPTEMBER 9, 2004

The latest *Star-Ledger/Eagleton-Rutgers* Poll was conducted from September 3 to 7 with a scientifically selected random sample of 738 registered voters. The figures in this release are based on this sample size. All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The sampling error for registered voters is ± 3.7 percent, at a 95 percent confidence interval. Thus if 50 percent of New Jersey registered voters were found to have a favorable opinion of a presidential candidate, one would be 95 percent sure that the true figure would be between 46.3 and 53.7 percent (50 ± 3.7) had all New Jersey registered voters been interviewed, rather than just a sample. Sampling error increases as the sample size decreases, so statements based on various population subgroups, such as separate figures reported for Republicans, Independents or Democrats, are subject to more error than are statements based on the total sample. The following chart shows the relationship between sample size and sampling error.



Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording or context effects. The verbatim wording of all questions asked is reproduced in this background memo. The questions referred to in this release are as follows:

“As you know, there will be an election for president this fall. How much interest do you have in the coming presidential election – a lot, some, a little, or none at all” [W1]

	<u>A Lot</u>	<u>Some</u>	<u>A Little/None</u>	<u>DK</u>	<u>Total</u>	<u>(n)</u>
September 2004 Registered Voters	73%	16%	9%	1%	99%	(738)
<u>Party ID</u>						
--Democrat	69	17	13	1	100	(256)
--Independent	74	18	8	1	101	(214)
--Republican	85	11	4	1	101	(201)
<u>PAST SURVEYS</u>						
August 2004	79%	13%	8%	--	100%	(614)
May 2004	75%	13%	11%	1%	100%	(643)

“I’d like you to rate your chances of voting in the upcoming November election on a scale of 10 to 1. If 10 represents a person who DEFINITELY will vote and 1 represents a person who definitely will NOT vote, where would you place yourself?” [W2]

	Not likely <<<<<<<<<<<>>>>>>>>>>>>>> Definite				<u>Total</u>	<u>(n)</u>
	<u>1-3</u>	<u>4-7</u>	<u>8-9</u>	<u>10</u>		
September 2004 Registered Voters	3%	5%	6%	85%	99%	(731)
<u>PAST SURVEYS</u>						
August 2004	3%	4%	6%	87%	100%	(614)
May 2004	4%	7%	6%	83%	100%	(639)

“If the election for President was held today and you had to choose right now, would you vote for (ROTATE Bush/Kerry) George W. Bush, the Republican; John Kerry, the Democrat; or Ralph Nader, the independent?” [W3]

	<u>Bush</u>	<u>Undecided</u>	<u>Kerry</u>	<u>Nader/ Other</u>	<u>Total</u>	<u>(n)</u>
September 2004						
Registered Voters	39%	13%	43%	5%	100%	(719)
Likely Voters	41%	11%	43%	5%	100%	(639)
<u>Party ID</u>						
--Democrat	10	11	75	4	100	(249)
--Independent	37	17	39	7	100	(212)
--Republican	87	5	6	1	99	(199)
<u>Education</u>						
--High School or less	36	17	42	6	101	(210)
--Some College	40	9	44	7	100	(169)
--College Graduate	40	11	46	4	101	(331)
<u>Race</u>						
--White	44	11	39	5	99	(581)
--Black and Hispanic	13	18	67	2	100	(94)
<u>Gender</u>						
--Male	38	12	41	8	99	(329)
--Female	39	13	46	3	101	(390)
<u>Age</u>						
--18-29	20	5	66	9	100	(43)
--30-49	41	12	42	5	100	(232)
--50-64	43	14	38	5	100	(212)
--65+	38	15	43	3	99	(218)
<u>PAST SURVEYS</u>						
August 2004						
Registered Voters	32%	12%	52%	3%	99%	(603)
Likely Voters	33%	12%	53%	3%	101%	(529)
<u>Party ID</u>						
--Democrat	3	6	90	1	100	(212)
--Independent	26	15	50	9	100	(193)
--Republican	82	9	8	1	100	(148)
May 2004						
Registered Voters *	37%	19%	43%	2%	101%	(619)
<u>Party ID</u>						
--Democrat	6	12	81	1	100	(201)
--Independent	31	23	42	4	100	(197)
--Republican	85	10	4	--	99	(162)
March 2004						
Registered Voters*	33%	19%	39%	8%	99%	(618)
<u>Party ID</u>						
--Democrat	10	11	73	6	100	(230)
--Independent	30	25	31	14	100	(180)
--Republican	79	14	5	1	99	(147)

* Prior polls did not include Ralph Nader as one of the stated options.
The March poll offered “another candidate” as an option.

HEAD-TO-HEAD RACE *

[COMPOSITE TABLE OF QUESTIONS W3/4/5]

“If the election for President was held today, would you vote for George Bush, the Republican; John Kerry, the Democrat; or Ralph Nader, the independent?” [W3]

IF RESPONDENT CHOSE A CANDIDATE, “Are you very sure about voting for (Bush/Kerry), or might you change your mind before the election?” [W4]

IF RESPONDENT WAS UNDECIDED, “At this moment do you lean more towards Bush or more towards Kerry?” [W5]

	<u>Sure about Bush</u>	<u>Chooses Bush, but may change</u>	<u>>>> Initially Undecided <<<</u>	<u>Leans Bush</u>	<u>Does Not Lean</u>	<u>Leans Kerry</u>	<u>Chooses Kerry, but may change</u>	<u>Sure about Kerry</u>	<u>Total</u>	<u>(n)</u>
September 2004 Registered Voters	34%	5%	3%	8%	5%	6%	38%	99%	(709)	
Likely Voters	36%	5%	2%	8%	5%	5%	39%	100%	(632)	
<u>Party ID</u>										
--Democrat	8	2	2	6	7	8	67	100	(248)	
--Independent	28	10	5	12	6	8	32	101	(206)	
--Republican	84	4	3	2	1	3	3	100	(199)	

PAST SURVEYS

August 2004 Registered Voters	27%	6%	3%	7%	5%	7%	46%	101%	(592)
Likely Voters	28%	5%	2%	6%	5%	6%	47%	99%	(519)
<u>Party ID</u>									
--Democrat	2	1	1	2	3	6	84	99	(210)
--Independent	19	8	4	9	7	10	42	99	(185)
--Republican	72	9	3	3	3	3	5	98	(148)
May 2004 Registered Voters	30%	7%	3%	12%	5%	10%	34%	101%	(608)
<u>Party ID</u>									
--Democrat	4	2	1	5	7	13	69	101	(199)
--Independent	22	11	5	15	4	14	29	100	(190)
--Republican	77	9	4	5	2	3	1	101	(162)

PAST ELECTIONS

September 2000 Registered Voters	<u>Sure Bush</u>	<u>Bush, soft</u>	<u>Leans Bush</u>	<u>Does Not Lean</u>	<u>Leans Gore</u>	<u>Gore, soft</u>	<u>Sure Gore</u>	<u>Total</u>	<u>(n)</u>
	28%	8%	3%	7%	3%	11%	40%	100%	(633)
September 1996 Registered Voters	<u>Sure Dole</u>	<u>Dole, soft</u>	<u>Leans Dole</u>	<u>Does Not Lean</u>	<u>Leans Clinton</u>	<u>Clinton, soft</u>	<u>Sure Clinton</u>	<u>Total</u>	<u>(n)</u>
	24%	6%	1%	5%	2%	16%	45%	99%	(590)

* Those selecting another candidate have been omitted from this table.

NEW JERSEY-NATIONAL COMPARISON:

	<u>Bush</u>	<u>Undecided</u>	<u>Kerry</u>	<u>Other</u>	<u>Total</u>	<u>(n)</u>
Time Magazine/SRBI, Reg. Voters	48%	12%	39%	1%	100%	(1,128)
August 31-September 2, 2004	41%	9%	49%	2%	101%	(1,001)
August 3-5, 2004	41%	9%	49%	2%	101%	(1,001)
New Jersey Registered Voters	39%	13%	43%	5%	100%	(719)
September 3-7, 2004	32%	12%	52%	3%	99%	(603)
July 30-August 4, 2004	32%	12%	52%	3%	99%	(603)

“Is your vote more for [CANDIDATE NAMED] or more against [OTHER CANDIDATE]?” [W6]

	<u>“For” my candidate</u>	<u>“Against” other candidate</u>	<u>DK/ Refused</u>	<u>Total</u>	<u>(n)</u>
September 2004					
All Voters who selected a candidate	56%	41%	3%	100%	(646)
BUSH VOTERS	79	19	2	100	(303)
KERRY VOTERS	36	59	4	99	(289)
<u>PAST SURVEYS</u>					
August 2004	59%	36%	5%	100%	(551)
Bush voters	83	15	3	101	(193)
Kerry voters	46	49	5	100	(316)
<u>PAST ELECTIONS</u>					
September 1996	58%	38%	4%	100%	(598)
--Clinton voters	64	33	4	101	(357)
--Dole voters	49	47	4	100	(181)
September 1992	49%	46%	4%	99%	(627)
--Bush 41 voters	62	35	3	100	(267)
--Clinton voters	39	57	4	100	(340)

“Is your general impression of [INSERT NAME] favorable or unfavorable, or don't you really have an opinion about him?” [W7]

September 2004	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
GEORGE W. BUSH					
Registered Voters	42%	45%	13%	100%	(738)
Likely Voters	44%	45%	11%	100%	(642)
<u>Party ID</u>					
--Democrat	16	68	16	100	(256)
--Independent	41	47	12	100	(214)
--Republican	88	8	4	100	(201)
<u>PAST SURVEYS</u>					
August 2004 – Reg. voters	38%	50%	12%	100%	(624)
Likely Voters	39%	52%	9%	100%	(534)
<u>Party ID</u>					
--Democrat	10	79	11	100	(216)
--Independent	33	52	14	99	(201)
--Republican	84	11	5	100	(150)
May 2004	41%	44%	15%	100%	(643)
<u>Party ID</u>					
--Democrat	14	74	12	100	(209)
--Independent	37	47	15	99	(203)
--Republican	87	8	5	100	(163)

(W7 continued)

September 2004	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
JOHN KERRY					
Registered Voters	44%	30%	26%	100%	(738)
Likely Voters	44%	32%	24%	100%	(642)
<u>Party ID</u>					
--Democrat	70	8	22	100	(256)
--Independent	44	29	26	99	(214)
--Republican	12	65	23	100	(201)
<u>PAST SURVEYS</u>					
August 2004 – Reg. voters	54%	27%	19%	100%	(624)
<i>Likely Voters</i>	<i>56%</i>	<i>27%</i>	<i>16%</i>	<i>99%</i>	<i>(534)</i>
<u>Party ID</u>					
--Democrat	83	6	11	100	(216)
--Independent	55	23	20	98	(201)
--Republican	15	61	25	101	(150)
May 2004	41%	27%	32%	100%	(643)
<u>Party ID</u>					
--Democrat	70	2	27	99	(209)
--Independent	41	28	32	101	(203)
--Republican	11	64	25	100	(163)
DICK CHENEY					
Registered Voters	35%	42%	23%	100%	(738)
Likely Voters	38%	43%	18%	99%	(642)
<u>Party ID</u>					
--Democrat	13	66	21	100	(256)
--Independent	37	44	19	100	(214)
--Republican	71	9	19	99	(201)
<u>PAST SURVEYS</u>					
August 2004 – Reg. voters	28%	49%	24%	101%	(624)
<i>Likely Voters</i>	<i>28%</i>	<i>51%</i>	<i>20%</i>	<i>99%</i>	<i>(534)</i>
<u>Party ID</u>					
--Democrat	9	72	19	100	(216)
--Independent	26	52	21	99	(201)
--Republican	57	18	25	100	(150)
JOHN EDWARDS					
Registered Voters	47%	19%	34%	100%	(738)
Likely Voters	50%	20%	30%	100%	(642)
<u>Party ID</u>					
--Democrat	73	5	21	99	(256)
--Independent	42	20	37	99	(214)
--Republican	21	41	38	100	(201)
<u>PAST SURVEYS</u>					
August 2004 – Reg. voters	51%	17%	31%	99%	(624)
<i>Likely Voters</i>	<i>53%</i>	<i>18%</i>	<i>28%</i>	<i>99%</i>	<i>(534)</i>
<u>Party ID</u>					
--Democrat	73	4	23	100	(216)
--Independent	50	17	32	99	(201)
--Republican	26	41	33	100	(150)

“Is there any one issue that stands out as the most important in determining who to vote for in this election, or not?” “What is most important for you?” [W8]

	War in Iraq	Terrorism / Security	Economy / Jobs	Taxes	Health Care	Education	Other domestic issues	Personal qualities	Other issues	No issue Stands out / not sure	(n)
September 2004 Registered Voters	20%	14%	13%	1%	3%	1%	5%	5%	3%	34%	(738)
<i>Likely Voters</i>	<i>21%</i>	<i>15%</i>	<i>14%</i>	<i>1%</i>	<i>3%</i>	<i>2%</i>	<i>4%</i>	<i>5%</i>	<i>3%</i>	<i>31%</i>	<i>(642)</i>
<u>Vote Intention</u>											
--Bush	15	30	9	1	1	1	4	8	4	29	(303)
--Undecided	10	7	10	3	9	1	3	4	1	52	(97)
--Kerry	28	4	18	--	5	2	6	5	4	29	(289)
<u>PAST SURVEYS</u>											
August 2004 Registered Voters	21%	11%	12%	2%	4%	1%	8%	4%	1%	36%	(624)
<i>Likely Voters</i>	<i>22%</i>	<i>12%</i>	<i>12%</i>	<i>2%</i>	<i>4%</i>	<i>1%</i>	<i>9%</i>	<i>5%</i>	<i>1%</i>	<i>33%</i>	<i>(534)</i>
<u>Vote Intention</u>											
--Bush	14	25	9	2	1	1	9	4	1	35	(193)
--Undecided	17	10	10	3	4	1	4	1	3	46	(71)
--Kerry	27	3	14	2	5	1	7	5	2	34	(316)
May 2004 Registered Voters	27%	8%	11%	1%	1%	1%	5%	6%	3%	38%	(643)
<u>Vote Intention</u>											
--Bush	22	19	8	3	1	--	4	9	3	30	(227)
--Undecided	25	4	15	--	3	--	2	4	3	46	(117)
--Kerry	34	--	14	1	1	1	6	4	3	36	(264)

“In your opinion, how much of a difference will the outcome of this election make in the way the government is run over the next few years—a great deal of difference, some, or not very much difference?” [W9]

	<u>Great deal</u>	<u>Some</u>	<u>Not very much</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September 2004 Registered Voters	49%	28%	16%	7%	100%	(738)
<i>Likely Voters</i>	<i>52%</i>	<i>26%</i>	<i>15%</i>	<i>6%</i>	<i>99%</i>	<i>(642)</i>
<u>Party ID</u>						
--Democrat	55	27	13	5	100	(256)
--Independent	43	33	19	6	101	(214)
--Republican	55	25	14	6	100	(201)
<u>PAST ELECTIONS</u>						
September 2000 Registered Voters	36%	35%	23%	6%	100%	(707)
<i>Likely Voters</i>	<i>44%</i>	<i>35%</i>	<i>15%</i>	<i>6%</i>	<i>100%</i>	<i>(542)</i>
September 1996	36%	36%	24%	4%	100%	(627)
September 1992	34%	34%	25%	7%	100%	(663)
September 1988	28%	40%	24%	8%	100%	(505)

“Regardless of which presidential candidate you support, please tell me if you think George W. Bush or John Kerry would better handle each of the following issues. How about (RANDOMIZE - READ ITEM) - Bush or Kerry?” [W10]

September 2004 Registered Voters	<u>Bush</u>	<u>Kerry</u>	<u>Both/ Same</u>	<u>DK/ Refused</u>	<u>Total</u>	<u>(n)</u>
CREATING JOBS	31%	53%	2%	14%	100%	(738)
<i>Likely Voters</i>	<i>32</i>	<i>55</i>	<i>2</i>	<i>11</i>	<i>100</i>	<i>(642)</i>
<u>Vote Intention</u>						
--Bush	71	15	4	11	101	(303)
--Undecided	13	45	3	39	100	(97)
--Kerry	3	90	1	6	100	(289)
August 2004 Registered Voters	30%	54%	4%	13%	101%	(624)
<i>Likely Voters</i>	<i>31</i>	<i>54</i>	<i>3</i>	<i>12</i>	<i>100</i>	<i>(534)</i>
TERRORISM AND NATIONAL SECURITY	53%	34%	2%	10%	99%	(738)
<i>Likely Voters</i>	<i>53</i>	<i>36</i>	<i>2</i>	<i>9</i>	<i>100</i>	<i>(642)</i>
<u>Vote Intention</u>						
--Bush	97	2	--	1	100	(303)
--Undecided	55	7	5	33	100	(97)
--Kerry	17	71	2	9	99	(289)
August 2004 Registered Voters	41%	45%	3%	11%	100%	(624)
<i>Likely Voters</i>	<i>41</i>	<i>47</i>	<i>3</i>	<i>9</i>	<i>100</i>	<i>(534)</i>
WAR IN IRAQ	47%	40%	1%	12%	100%	(738)
<i>Likely Voters</i>	<i>48</i>	<i>41</i>	<i>1</i>	<i>9</i>	<i>99</i>	<i>(642)</i>
<u>Vote Intention</u>						
--Bush	94	3	--	3	100	(303)
--Undecided	47	13	4	35	99	(97)
--Kerry	10	80	1	9	100	(289)
August 2004 Registered Voters	38%	50%	2%	11%	101%	(624)
<i>Likely Voters</i>	<i>39</i>	<i>51</i>	<i>2</i>	<i>9</i>	<i>101</i>	<i>(534)</i>
EDUCATION	34%	51%	2%	13%	100%	(738)
<i>Likely Voters</i>	<i>36</i>	<i>53</i>	<i>2</i>	<i>10</i>	<i>101</i>	<i>(642)</i>
<u>Vote Intention</u>						
--Bush	74	15	3	8	100	(303)
--Undecided	24	34	4	38	100	(97)
--Kerry	3	88	1	7	99	(289)
August 2004 Registered Voters	29%	55%	4%	12%	100%	(624)
<i>Likely Voters</i>	<i>30</i>	<i>56</i>	<i>3</i>	<i>10</i>	<i>99</i>	<i>(534)</i>

“Have you seen, heard or read about a television ad that disputes whether Senator Kerry deserves the medals he received during the Vietnam War?” [W11]

	<u>Yes</u>	<u>No/ Don't Know</u>	<u>Total</u>	<u>(n)</u>
September 2004 Registered Voters	75%	24%	99%	(738)

[ASKED OF THOSE WHO ARE FAMILIAR WITH THE ADS:]

Do you believe that John Kerry misrepresented his war record and does not deserve his war medals, or that he fought honorably and does deserve his war medals? [W12]

	<u>Misrepresented War Record</u>	<u>Deserved War Medals</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September 2004 Registered Voters Who have heard of ads	10%	72%	17%	99%	(573)
<u>Party ID</u>					
--Democrat	6	85	9	100	(207)
--Independent	6	80	14	100	(172)
--Republican	25	47	28	100	(155)

“Did you personally watch any part of the Republican Convention on TV, or not?” [W13]

“Did you see or hear any part of George Bush’s acceptance speech, or not?” [W13A]

“Did you read or hear anything about the convention, or not?” [W14]

	<u>Saw candidate's speech</u>	<u>Saw other parts of convention</u>	<u>Read or heard about it</u>	<u>Did not follow convention</u>	<u>Total</u>	<u>(n)</u>
September 2004 Registered Voters	49%	16%	20%	14%	99%	(738)
<u>Party ID</u>						
--Democrat	43	19	22	16	100	(256)
--Independent	48	18	23	11	100	(214)
--Republican	68	11	14	7	100	(204)
<u>Vote Intention</u>						
--Bush	67	15	11	7	100	(303)
--Undecided	36	14	29	21	100	(97)
--Kerry	40	19	26	15	100	(289)
<u>POST-DEMOCRATIC CONVENTION</u>						
August 2004* Registered Voters	54%	15%	19%	11%	99%	(624)
<u>Party ID</u>						
--Democrat	61	14	16	9	100	(216)
--Independent	55	14	19	11	99	(201)
--Republican	45	19	27	9	100	(150)
<u>Vote Intention</u>						
--Bush	43	19	29	9	100	(193)
--Undecided	51	18	14	17	100	(71)
--Kerry	63	13	14	9	99	(316)

* August data following Democrat Convention and asking about seeing Kerry’s speech.

[ASKED OF THOSE WHO WATCHED OR FOLLOWED CONVENTION:] “Did what you saw or heard of the convention make you more likely or less likely to vote for George W. Bush and Dick Cheney in November, or did it make no difference to you?” [W15]

	<u>More likely</u>	<u>Less likely</u>	<u>No difference</u>	<u>Don't know</u>	<u>Total</u>	<u>(n)</u>
September 2004 Convention followers	22%	19%	55%	4%	100%	(645)
<u>Party ID</u>						
--Democrat	9	36	52	4	101	(220)
--Independent	22	16	60	2	100	(192)
--Republican	46	1	52	--	99	(184)
<u>Vote Intention</u>						
--Bush	46	1	51	1	99	(282)
--Undecided	18	5	60	16	99	(77)
--Kerry	3	39	57	1	100	(251)
<u>Level of Exposure</u>						
--Saw Bush's speech	35	17	44	4	100	(390)
--Saw other parts	8	24	66	2	100	(123)
--Read or heard about it	3	20	74	4	101	(132)
<u>POST-DEMOCRATIC CONVENTION</u>						
August 2004* Convention followers	35%	14%	49%	2%	100%	(554)
<u>Party ID</u>						
--Democrat	56	2	41	2	101	(197)
--Independent	34	16	50	1	101	(179)
--Republican	11	29	57	3	100	(136)
<u>Vote Intention</u>						
--Bush	5	38	57	1	101	(175)
--Undecided	36	8	47	8	99	(59)
--Kerry	55	--	44	1	100	(286)
<u>Level of Exposure</u>						
--Saw Kerry's speech	47	12	41	1	101	(338)
--Saw other parts	22	13	61	4	100	(96)
--Read or heard about it	13	23	61	3	100	(120)

* August data following Democrat Convention and asking about voting for Kerry/Edwards ticket.