

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

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## FIRST DEBATE GIVES KERRY EDGE

### *Women Voters Drive a Changing Electorate*

Women voters and national security – these are the keys to New Jersey’s evolving electorate. Once considered by most observers to be a safe bet for Democratic challenger John Kerry, New Jersey’s presidential race has caught the attention of partisans from both camps. President George W. Bush lost this state to Al Gore by 16 points in 2000, but recent polls indicate a tight race. So what has changed? It seems to be the issues rather than the electorate. And the latest *Star-Ledger/Eagleton-Rutgers Poll* indicates that the Garden State’s 15 electoral votes may hinge on whether female voters feel safer with Bush or Kerry as their president.

The current poll, which was taken after the first presidential debate, shows John Kerry with a 47 to 40 percent lead over George W. Bush among New Jersey’s registered voters. Among likely voters, the Senator’s lead is 47 to 41 percent. This marks a widening of Kerry’s narrow lead immediately after the Republican convention. That was when he led by a statistically insignificant 43 to 41 percent among likely voters. Earlier in the summer, Kerry led by as much as 20 points – 53 to 33 percent among likely voters immediately following his own party’s convention.

The recent improvement in Kerry’s fortunes in New Jersey is accompanied by a widening gender gap in the voting public. Currently, women choose the Democrat by a 51 to 35 percent margin, whereas men narrowly go for Bush by 46 to 42 percent.

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

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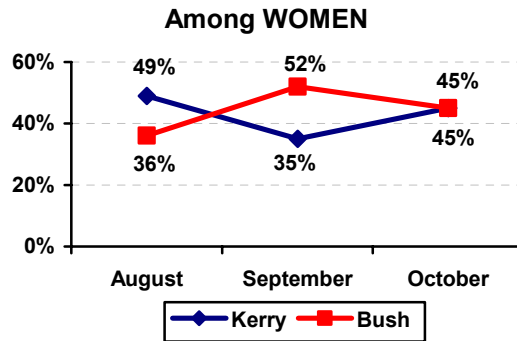
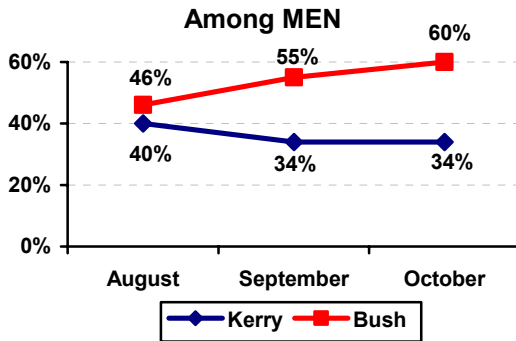
This gender gap is mirrored in voters' opinions over which candidate is better equipped to handle terrorism and Iraq – the two issues which dominated the September 30 debate. On the issue of terrorism and national security, women are now evenly split on who can do a better job, with 45 percent choosing Bush and 45 percent Kerry. Men, on the other hand, overwhelmingly prefer the incumbent on this issue – 60 percent for Bush to 34 percent for Kerry. And while male voter opinion on this issue is similar to that registered one month ago, female opinion has moved in Kerry's favor. After the Republican convention, voters of both genders thought that Bush would do a better job on national security and terrorism – 55 to 34 percent for men and 52 to 35 percent for women.

The poll found similar trends for the question of who can do a better job handling the war in Iraq. Currently, men choose Bush over Kerry by 51 to 42 percent while women feel the challenger would do better than the incumbent by 50 to 42 percent. One month ago, men chose Bush on this issue by 49 to 40 percent and women did the same, albeit by a slimmer 45 to 40 percent margin.

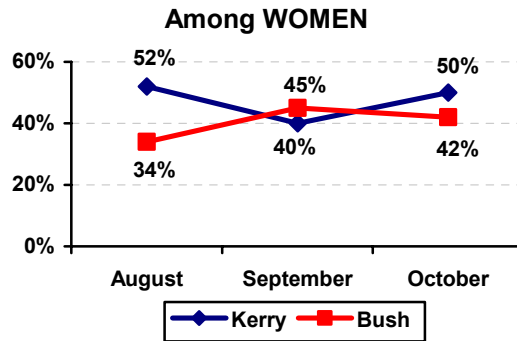
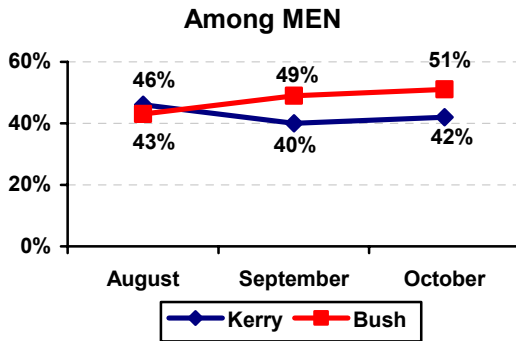
“So-called ‘security moms’ are a real force in this race,” noted Patrick Murray, acting director of the poll. “New Jersey lost about 700 lives in the 9/11 tragedy and was the center of the anthrax scare. Female voters in this state tend to side with the Democrats on most domestic issues, but terrorism is dominating this year. Apparently John Kerry's performance in the first debate made them feel more comfortable with the challenger on this paramount issue.”

The debate was a clear win for John Kerry in New Jersey. Fully, two-thirds (66%) of voters who watched the first joint appearance by the two contenders felt that it was a win for the senator. Only 12 percent gave it to Bush and 15 percent deemed it a tie. Among voters who are still undecided in this race, the debate was a clear Kerry victory as well, by an overwhelming margin of 68 to 3 percent. While the debate provided a decisive winner, it didn't move many votes in and of itself – only 7 percent of likely voters said that the debate caused them to change their mind about a candidate. However, in a game of percentage points, these voters broke more for Kerry than Bush by 5 to one percent, with another percent moving to the undecided column following the debate.

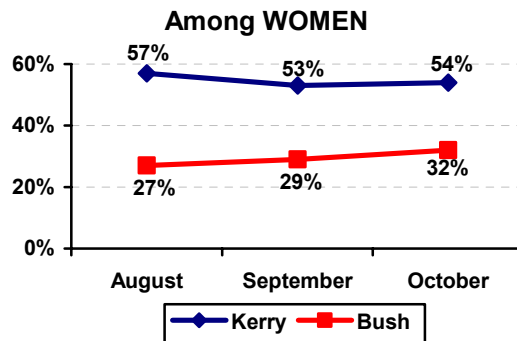
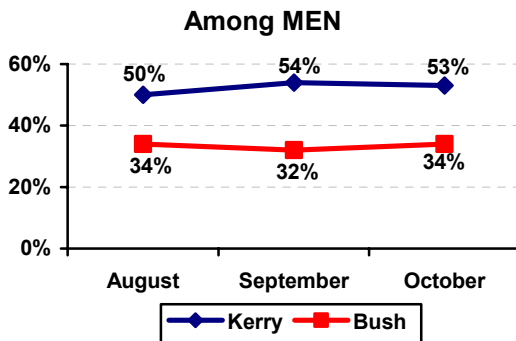
**WHO CAN DO A BETTER JOB ON  
TERRORISM AND NATIONAL SECURITY**



**WHO CAN DO A BETTER JOB ON  
THE WAR IN IRAQ**



**WHO CAN DO A BETTER JOB ON  
JOB CREATION**



The debate echoed recent rhetoric in the campaigns, with the president questioning Kerry's ability to keep the country safe and the Democrat countering that Bush took his "eye off the ball" on terrorism by ordering the invasion of Iraq. The Poll indicates that both messages played better to the candidates' supporters than they did to undecided voters.

Overall, 3-in-10 voters (30%) feel that the United States would be less safe from terrorism under a Kerry administration. Nearly half as many – 17 percent – feel that we would be more safe and about half of all voters (47%) don't think their would be any more or less likelihood of a terrorist attack if John Kerry were elected. Bush voters are the most likely to say Kerry would make the U.S less safe (64%) while Kerry supporters are the most likely to feel safer (34%) if their candidate were elected. Among undecided voters, most (51%) say there would be no change in the threat of terrorism on U.S. soil if Bush lost the election, while 23 percent would feel less safe and 8 percent more safe.

In terms of Iraq's link to terrorism, about half of New Jersey's voters (52%) agree with John Kerry's premise that this conflict has sidetracked us from the war on terrorism, while 44 percent take the President's view that Iraq is part and parcel of the global terrorism fight. Among undecided voters, 54 percent agree with the Democrat's position to 34 percent who side with Bush on this issue.

While Kerry's performance in the foreign policy debate may have brought a number of New Jersey voters back to his camp, the poll results also indicate that there is still room for the senator to make gains among traditional Democratic constituencies as the debates turn to domestic issues. Overall, half of all voters – 50 percent – feel that the presidential campaign so far has done a good job of addressing the issues important to them compared to 37 percent who say it has done a bad job. Republicans are the most likely to think the campaign has adequately covered the important issues – 69 percent say the campaign has done a good job and only 20 percent say it has done a bad job. Democrats, on the other hand, tend to be split – 47 percent say good job to 39 percent bad job. And political independents are apparently waiting to hear about different issues – only 40 percent say the campaign has done a good job so far to 46 percent who feel it has done a bad job addressing the issues important to them.

An important segment of voters who want the campaign to do a better job of addressing issues important to them are those over the age of 65; 43 percent say it has

done a good job so far to a similar 40 percent who feel the campaign has done a bad job. Currently, George Bush is running nearly even with John Kerry among senior voters in New Jersey – 41 percent would vote for Bush at this point to 43 percent for Kerry. In 2000, Al Gore took the state's senior vote by a 54 to 42 percent margin. As the debate turns to social security and health care, the Democrat may be able to make gains with this group.

Regionally in the state, Kerry is now doing best among South Jersey residents. He's gone from a dead heat with the president in this region after the Republican convention to enjoying an 11 point lead – 48 to 37 percent – among this group. It is important to keep in mind that this area has received the most exposure to campaign advertising as it is covered by the Philadelphia media market. Kerry is not doing quite as well in the swing area of Central Jersey – leading Bush by 46 to 42 percent – and in traditionally Democratic North Jersey – 47 percent for Kerry to 41 percent for Bush.

In the 2000 election, Gore did best in North Jersey, winning this region by 60 to 40 percent. He also won Central Jersey by 56 to 44 percent and South Jersey by 58 to 42 percent.

“As the campaign focus turns to more domestic issues, it looks like John Kerry has a good opportunity to pick up votes among hesitant Democratic-leaning voters in this state,” remarked Murray. “One of the keys is to draw distinctions between the two candidates on a number of hot button issues where the President's position does not play well in New Jersey, such as stem cell research, abortion and amending the Constitution to ban gay marriage.”

The latest *Star-Ledger/Eagleton-Rutgers Poll* was conducted by telephone with 681 registered voters from October 1 to 6, 2004. This sample has a margin of error of  $\pm 3.8$  percent. Results in this release are also based on a subgroup of 576 likely voters, with a  $\pm 4.1$  margin of error.

Another issue that a number of pundits point to as depressing Kerry's share of the New Jersey vote is the cloud cast by Governor James McGreevey. However, the poll results indicate that few voters are less likely to vote for the Democratic nominee for president because of what has been happening in the State House. Only 4 percent of voters report that they are less likely to vote for John Kerry because of issues surrounding the governor.

The Rutgers-based poll also asked voters to evaluate the candidates on five personal characteristics. Bush leads Kerry on two qualities: who is strong and decisive (54 to 32 percent) and who stands up for what is right no matter the political cost (51 to 34 percent). Even 22 percent of Kerry supporters concede that the president is more strong and decisive and 15 percent say it is Bush more than Kerry who stands up for his beliefs.

Kerry leads on who holds the same opinions as you on important issues (48 to 41 percent) and who has a positive vision for the country's future (45 to 41 percent). The two candidates are basically ties when it comes to the question of who is more honest and trustworthy – 42 percent choose Kerry and 39 percent pick Bush.

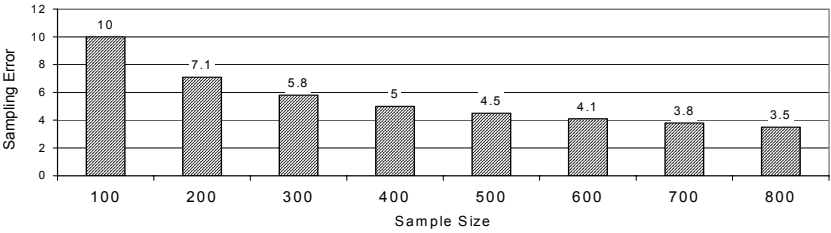
<b>NEW JERSEY 2004</b>				
<b>VOTE TREND DYNAMICS</b>				
<b><i>Kerry Advantage</i></b>				
<u>Voter Group</u>	<u>May</u>	<u>August</u>	<u>September</u>	<u>October</u>
All Registered	+6	+20	+4	+7
<i>Likely Voters</i>	<i>na</i>	+20	+2	+6
<u><i>Party ID</i></u>				
Democrat	+75	+87	+65	+81
Independent	+11	+24	+2	+5
Republican	-81	-74	-81	-83
<u><i>Gender</i></u>				
Male	+1	+15	+3	-4
Female	+10	+25	+7	+16
<u><i>Race</i></u>				
White	-2	+14	-5	-4
Black/Hispanic	+43	+53	+54	+66
<u><i>Age</i></u>				
18 to 29	+30	+45	+46	+25
30 to 49	+4	+15	+1	+10
50 to 64	+4	+18	-5	+1
65 +	+10	+19	+5	+2
<u><i>Education</i></u>				
H.S. or less	+7	+17	+6	+8
Some college	+7	+16	+4	-4
College grad	+5	+25	+6	+11
<u><i>Region of State</i></u>				
North	+9	+26	+6	+6
Central	+6	+25	+6	+4
South	even	+10	even	+11

BACKGROUND MEMO – RELEASE (EP149-1) OCTOBER 8, 2004

The latest Star-Ledger/Eagleton-Rutgers Poll was conducted from October 1 to 6 with a scientifically selected random sample of 681 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 ± 3.8 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 46.2 and 53.8 percent (50 ± 3.8) had all New Jersey registered voters been interviewed, rather than just a sample. This release also includes results for a sub-sample of 576 voters who are considered most likely to go to the polls, based on their interest in the election as well as their past voting history. The margin of error for this likely voter group is ± 4.1 percent.

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.

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 on November 2nd. How much interest do you have in the coming presidential election – a lot, some, a little, or none at all” [W1]

Table with 7 columns: Interest Level (A Lot, Some, A Little/None, DK, Total, n). Rows include October 1-6, 2004 Registered Voters and Party ID breakdown.

PAST SURVEYS

Table with 7 columns: Survey Date, Interest Level, Total, n. Rows include September 2004, August 2004, and May 2004 surveys.

“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]

Table with 6 columns: Chances of Voting (1-3, 4-7, 8-9, 10, Total, n). Rows include October 1-6, 2004 Registered Voters and PAST SURVEYS (September 2004, August 2004, May 2004).

“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>
<b>October 1-6, 2004</b>						
<b>Registered Voters</b>	<b>40%</b>	<b>11%</b>	<b>47%</b>	<b>1%</b>	<b>99%</b>	<b>(664)</b>
<i>Likely Voters</i>	<i>41%</i>	<i>10%</i>	<i>47%</i>	<i>1%</i>	<i>99%</i>	<i>(576)</i>
<u>Party ID</u>						
--Democrat	6	7	87	--	100	(223)
--Independent	40	12	45	2	99	(206)
--Republican	88	6	5	2	101	(183)
<u>Education</u>						
--High School or less	38	13	46	3	100	(155)
--Some College	42	16	38	3	99	(170)
--College Graduate	40	8	51	1	100	(335)
<u>Race</u>						
--White	46	11	42	1	100	(529)
--Black and Hispanic	11	9	77	3	100	(90)
<u>Gender</u>						
--Male	46	10	42	3	101	(313)
--Female	35	13	51	1	100	(351)
<u>Age</u>						
--18-29	35	3	60	2	100	(62)
--30-49	38	12	48	2	100	(272)
--50-64	43	11	44	2	100	(189)
--65+	41	13	43	2	99	(129)
<b><u>PAST SURVEYS</u></b>						
September 2004						
Registered Voters	39%	13%	43%	5%	100%	(719)
<i>Likely Voters</i>	<i>41%</i>	<i>11%</i>	<i>43%</i>	<i>5%</i>	<i>100%</i>	<i>(639)</i>
<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)
August 2004						
Registered Voters	32%	12%	52%	3%	99%	(603)
<i>Likely Voters</i>	<i>33%</i>	<i>12%</i>	<i>53%</i>	<i>3%</i>	<i>101%</i>	<i>(529)</i>
<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)



**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]*

	<b>Sure about Bush</b>	<b>Chooses Bush, but may change</b>	<b>&gt;&gt;&gt; Initially Undecided &lt;&lt;&lt;&lt;</b>			<b>Chooses Kerry, but may change</b>	<b>Sure about Kerry</b>	<b>Total</b>	<b>(n)</b>
			<b>Leans Bush</b>	<b>Does Not Lean</b>	<b>Leans Kerry</b>				
<b>October 1-6, 2004 Registered Voters</b>	<b>37%</b>	<b>4%</b>	<b>3%</b>	<b>5%</b>	<b>4%</b>	<b>5%</b>	<b>42%</b>	<b>100%</b>	<b>(656)</b>
<b>Likely Voters</b>	<b>39%</b>	<b>3%</b>	<b>3%</b>	<b>4%</b>	<b>3%</b>	<b>4%</b>	<b>43%</b>	<b>99%</b>	<b>(572)</b>
<b>Party ID</b>									
--Democrat	5	1	1	1	5	8	79	100	(222)
--Independent	34	6	3	5	4	7	39	98	(201)
--Republican	84	4	4	2	1	1	4	100	(183)
<b><u>PAST SURVEYS</u></b>									
September 2004 Registered Voters	34%	5%	3%	8%	5%	6%	38%	99%	(709)
Likely Voters	36%	5%	2%	8%	5%	5%	39%	100%	(632)
<b>Party ID</b>									
--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)
August 2004 Registered Voters	27%	6%	3%	7%	5%	7%	46%	101%	(592)
Likely Voters	28%	5%	2%	6%	5%	6%	47%	99%	(519)
<b>Party ID</b>									
--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)
<b>Party ID</b>									
--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)

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

Do you approve or disapprove of the way George W. Bush is handling his job as President? [W6]

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>October 1-6, 2004 Registered Voters</b>	<b>46%</b>	<b>49%</b>	<b>6%</b>	<b>101%</b>	<b>(664)</b>
<i>Likely Voters</i>	<i>46%</i>	<i>49%</i>	<i>5%</i>	<i>100%</i>	<i>(576)</i>
<u>Party ID</u>					
--Democrat	11	84	5	100	(223)
--Independent	44	47	10	101	(206)
--Republican	90	9	2	101	(183)
<b><u>PAST SURVEYS</u></b>					
Sept. 2003 – Reg. voters	56%	38%	6%	100%	(658)
<u>Party ID</u>					
--Democrat	36	56	9	101	(236)
--Independent	59	38	3	100	(176)
--Republican	89	9	2	100	(178)
May 2003 – Reg. voters	62	31	8	101	(806)
<u>Party ID</u>					
--Democrat	41	48	11	100	(253)
--Independent	61	35	5	101	(267)
--Republican	88	6	5	99	(210)
--February 2003	58	30	12	100	(321)
--September 2002	71	24	6	101	(622)
--March 2002	82	15	4	101	(645)
--October 2001	87	8	5	100	(802)
--August 2001	54	33	14	101	(660)
--April 2001	57	34	9	100	(632)

“Did you watch Thursday’s presidential debate or were you not able to watch it?” [W7]

“Did you read or hear anything about the debate?” [W8]

	<u>Watched</u>	<u>Read/heard</u>	<u>Neither</u>	<u>Total</u>	<u>(n)</u>
<b>October 1-6, 2004 Registered Voters</b>	<b>77%</b>	<b>17%</b>	<b>6%</b>	<b>100%</b>	<b>(664)</b>
<i>Likely Voters</i>	<i>81%</i>	<i>16%</i>	<i>4%</i>	<i>101%</i>	<i>(576)</i>

“Who did you think won the debate – Bush or Kerry?” [W9]

	<u>Bush</u>	<u>Kerry</u>	<u>Neither/Tie</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>October 1-6, 2004 Registered Voters</b>	<b>12%</b>	<b>66%</b>	<b>15%</b>	<b>8%</b>	<b>101%</b>	<b>(623)</b>
<i>Likely Voters</i>	<i>12%</i>	<i>66%</i>	<i>15%</i>	<i>7%</i>	<i>100%</i>	<i>(554)</i>
<u>Vote Intention</u>						
--Bush	27	37	27	10	101	(251)
--Undecided	3	68	16	13	100	(68)
--Kerry	1	91	4	4	100	(293)
<u>Debate Exposure</u>						
--Watched	13	67	16	5	101	(513)
--Read about	7	60	13	20	100	(110)

“Did anything you saw or heard about the debate cause you to think about changing your vote at all, or not?” “Did you more consider voting for Bush or for Kerry?” [W10/W10A]

	<u>Moved to Bush</u>	<u>Moved to Kerry</u>	<u>(VOL)</u> <u>Moved to Undecided</u>	<u>No effect on vote</u>	<u>Total</u>	<u>(n)</u>
<b>October 1-6, 2004 Registered Voters</b>	<b>1%</b>	<b>5%</b>	<b>1%</b>	<b>93%</b>	<b>100%</b>	<b>(623)</b>
<i>Likely Voters</i>	<i>1%</i>	<i>5%</i>	<i>1%</i>	<i>93%</i>	<i>100%</i>	<i>(554)</i>
<u>Vote Intention</u>						
--Bush	2	3	--	95	100	(251)
--Undecided	1	4	4	90	99	(68)
--Kerry	--	7	1	92	100	(293)
<u>Debate Exposure</u>						
--Watched	2	5	1	92	100	(513)
--Read about	--	5	1	94	100	(110)

“Has the presidential campaign so far done a good job or bad job of addressing the issues that are important to you?” [W11]

	<u>Good Job</u>	<u>Bad Job</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>October 1-6, 2004 Registered Voters</b>	<b>50%</b>	<b>37%</b>	<b>13%</b>	<b>100%</b>	<b>(664)</b>
<i>Likely Voters</i>	<i>51%</i>	<i>37%</i>	<i>12%</i>	<i>100%</i>	<i>(576)</i>
<u>Party ID</u>					
--Democrat	47	39	13	99	(223)
--Independent	40	46	14	100	(206)
--Republican	69	20	11	100	(183)
<u>Vote Intention</u>					
--Bush	67	22	11	100	(268)
--Undecided	31	50	19	100	(74)
--Kerry	42	44	14	100	(310)

“Thinking about the following characteristics and qualities, please say whether you think each one applies more to George W. Bush or more to John Kerry. How about [A. Stands up for what is right, no matter what the political cost? B. Has a positive vision for the country’s future? C. Is strong and decisive? D. Generally has the same opinions as you on important issues of the day? E. Is honest and trustworthy?] – does it apply more to Bush or Kerry?” [W12]

<b>October 1-6, 2004</b>						
<b>Registered Voters</b>	<b><u>Bush</u></b>	<b><u>Kerry</u></b>	<b><u>Both/ Neither</u></b>	<b><u>Don't Know</u></b>	<b><u>Total</u></b>	<b><u>(n)</u></b>
<b>STANDS UP FOR WHAT IS RIGHT</b>	<b>51%</b>	<b>34%</b>	<b>10%</b>	<b>5%</b>	<b>100%</b>	<b>(664)</b>
<i>Likely Voters</i>	<i>52%</i>	<i>34%</i>	<i>8%</i>	<i>5%</i>	<i>99%</i>	<i>(576)</i>
<u>Vote Intention</u>						
--Bush	93	1	4	1	99	(268)
--Undecided	50	20	10	20	100	(74)
--Kerry	15	66	14	5	100	(310)
<b>POSITIVE VISION FOR FUTURE OF COUNTRY</b>	<b>41%</b>	<b>45%</b>	<b>12%</b>	<b>2%</b>	<b>100%</b>	<b>(664)</b>
<i>Likely Voters</i>	<i>41%</i>	<i>46%</i>	<i>11%</i>	<i>2%</i>	<i>100%</i>	<i>(576)</i>
<u>Vote Intention</u>						
--Bush	88	3	9	--	100	(268)
--Undecided	32	38	23	7	100	(74)
--Kerry	4	85	9	2	100	(310)
<b>STRONG AND DECISIVE</b>	<b>54%</b>	<b>32%</b>	<b>9%</b>	<b>5%</b>	<b>100%</b>	<b>(664)</b>
<i>Likely Voters</i>	<i>56%</i>	<i>31%</i>	<i>8%</i>	<i>4%</i>	<i>99%</i>	<i>(576)</i>
<u>Vote Intention</u>						
--Bush	93	4	2	1	100	(268)
--Undecided	49	19	14	18	100	(74)
--Kerry	22	59	13	6	100	(310)
<b>SAME OPINIONS AS ME</b>	<b>41%</b>	<b>48%</b>	<b>8%</b>	<b>3%</b>	<b>100%</b>	<b>(664)</b>
<i>Likely Voters</i>	<i>43%</i>	<i>48%</i>	<i>7%</i>	<i>2%</i>	<i>100%</i>	<i>(576)</i>
<u>Vote Intention</u>						
--Bush	90	3	5	2	100	(268)
--Undecided	28	34	26	12	100	(74)
--Kerry	3	91	4	2	100	(310)
<b>HONEST AND TRUSTWORTHY</b>	<b>39%</b>	<b>42%</b>	<b>15%</b>	<b>4%</b>	<b>100%</b>	<b>(664)</b>
<i>Likely Voters</i>	<i>40%</i>	<i>43%</i>	<i>14%</i>	<i>3%</i>	<i>100%</i>	<i>(576)</i>
<u>Vote Intention</u>						
--Bush	85	2	13	1	101	(268)
--Undecided	32	27	26	15	100	(74)
--Kerry	2	82	12	4	100	(310)

“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 (READ ITEM) - Bush or Kerry?” [W13]

<b>October 1-6, 2004</b>						
<b>Registered Voters</b>	<b><u>Bush</u></b>	<b><u>Kerry</u></b>	<b><u>Both/ Same</u></b>	<b><u>Don't Know</u></b>	<b><u>Total</u></b>	<b><u>(n)</u></b>
<b>CREATING JOBS</b>	<b>33%</b>	<b>54%</b>	<b>3%</b>	<b>10%</b>	<b>100%</b>	<b>(664)</b>
<i>Likely Voters</i>	<i>34%</i>	<i>53%</i>	<i>3%</i>	<i>10%</i>	<i>100%</i>	<i>(576)</i>
<u>Vote Intention</u>						
--Bush	70	16	4	10	100	(268)
--Undecided	20	45	5	30	100	(74)
--Kerry	4	89	2	5	100	(310)
September 2004 Registered Voters	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>
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>
<b>TERRORISM AND NATIONAL SECURITY</b>	<b>52%</b>	<b>40%</b>	<b>3%</b>	<b>6%</b>	<b>101%</b>	<b>(664)</b>
<i>Likely Voters</i>	<i>51%</i>	<i>42%</i>	<i>2%</i>	<i>5%</i>	<i>100%</i>	<i>(576)</i>
<u>Vote Intention</u>						
--Bush	98	1	--	1	100	(268)
--Undecided	50	28	3	19	100	(74)
--Kerry	13	77	5	5	100	(310)
September 2004 Registered Voters	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>
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>
<b>WAR IN IRAQ</b>	<b>46%</b>	<b>46%</b>	<b>1%</b>	<b>7%</b>	<b>100%</b>	<b>(664)</b>
<i>Likely Voters</i>	<i>47%</i>	<i>47%</i>	<i>1%</i>	<i>6%</i>	<i>101%</i>	<i>(576)</i>
<u>Vote Intention</u>						
--Bush	96	1	--	3	100	(268)
--Undecided	39	36	3	22	100	(74)
--Kerry	5	88	1	6	100	(310)
September 2004 Registered Voters	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>
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>

“If John Kerry were elected president, do you think that the United States would be more safe, less safe, or about as safe from another terrorist attack as we are now?” [W14]

	<u>More Safe</u>	<u>Less Safe</u>	<u>About as Safe</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>October 1-6, 2004 Registered Voters</b>	<b>17%</b>	<b>30%</b>	<b>47%</b>	<b>6%</b>	<b>100%</b>	<b>(664)</b>
<b>Likely Voters</b>	<b>18%</b>	<b>31%</b>	<b>46%</b>	<b>5%</b>	<b>100%</b>	<b>(576)</b>
<u>Vote Intention</u>						
--Bush	1	64	29	5	99	(268)
--Undecided	8	23	51	18	100	(74)
--Kerry	34	2	61	4	101	(310)

“Which of the following statements is closer to your view: the war in Iraq is part of the war on terrorism OR the war in Iraq has sidetracked us from the war on terrorism?” [W15]

	<u>Iraq is part of the war on terrorism</u>	<u>Iraq is a sidetrack</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>October 1-6, 2004 Registered Voters</b>	<b>44%</b>	<b>52%</b>	<b>4%</b>	<b>100%</b>	<b>(664)</b>
<b>Likely Voters</b>	<b>45%</b>	<b>52%</b>	<b>3%</b>	<b>100%</b>	<b>(576)</b>
<u>Vote Intention</u>					
--Bush	86	10	3	99	(268)
--Undecided	34	54	12	100	(74)
--Kerry	11	87	2	100	(310)

“Do recent issues surrounding [Governor McGreevey’s resignation/corruption in Governor McGreevey’s administration] make you less likely to vote for John Kerry for president, or do they not affect your preference one way or another?” [W16A/B]\*

	<u>Less Likely to Vote for Kerry</u>	<u>No Effect on Vote</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>October 1-6, 2004 Registered Voters</b>	<b>4%</b>	<b>94%</b>	<b>2%</b>	<b>100%</b>	<b>(664)</b>
<b>Likely Voters</b>	<b>4%</b>	<b>95%</b>	<b>1%</b>	<b>100%</b>	<b>(576)</b>
<u>Party ID</u>					
--Democrat	3	97	--	100	(223)
--Independent	4	95	1	100	(206)
--Republican	6	92	2	100	(183)

\* Half the sample was asked each version of this question. The responses to each version were nearly identical and therefore combined for this table.