

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

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GARDEN STATE INCHES TOWARD KERRY

In a presidential race that many New Jersey voters believe will be the most important election they have ever voted in, the debate on domestic issues has further defined the difference between President George W. Bush and Senator John Kerry. The latest *Star-Ledger/Eagleton-Rutgers Poll* found that growing support for the challenger among men, senior citizens and residents of traditionally Democratic North Jersey has helped Kerry open up a double digit lead over Bush – his first such lead since the Democratic Convention.

In a poll taken after the final presidential debate, John Kerry leads George Bush by 48 to 38 percent among registered voters in the Garden State. The Democrat's lead among likely voters is even wider at 51 to 38 percent. Poll results indicate that the key to Kerry's current advantage is a solidification of support. Kerry's firm support – those voters who say they won't change their mind before election day – now stands at 48 percent of likely voters, up from 39 percent in September. In comparison, the President's firm support makes up 36 percent of the electorate, which is basically unchanged.

While both candidates hold on to their partisan bases – 85 percent of Republican voters support Bush and 83 percent of Democrats are for Kerry – independents have started to swing to the challenger. Currently, 48 percent of independents say they will vote for Kerry compared to 34 percent for Bush. Less than two weeks ago, Kerry held a slimmer 45 to 40 percent lead among these voters.

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

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More men and seniors have also moved into the Democrat's camp since the last poll. Kerry now leads Bush among male voters 47 to 40 percent. This represents an 11 point swing since the first debate. Immediately following that event, Kerry trailed the incumbent among this group by 4 percentage points – 46 percent for Bush to 42 percent for Kerry. The female vote remained basically unchanged during this period and now stands at 49 percent for Kerry to 36 percent for Bush

Senior voters – and those approaching retirement age – now support Kerry by double digit margins, up from a virtual dead heat earlier this month. Voters age 65 and older support the Democrat by a 50 to 39 margin. Those age 50 to 64 do the same by a similar 51 to 37 percent margin. Kerry is holding steady among voters age 30 to 49 – 46 percent support him to 39 percent for Bush. And while the Democrat's support has dropped slightly among 18 to 29 year olds, he still holds a commanding lead with this group – 50 to 33 percent.

Also bolstering the Kerry campaign's efforts to claim New Jersey's 15 electoral votes is an increase in support among voters in the traditionally Democratic northern part of the state. Kerry leads Bush in North Jersey by 51 to 36 percent. This is up from his 6 point – 47 to 41 percent – margin following the first debate. The vote in the central and southern regions of the state is basically unchanged since the last poll. Central Jersey chooses Kerry 45 to 41 percent and South Jersey supports the Democrat by 48 to 38 percent.

“Many voters were waiting to hear about bread and butter issues,” remarked Patrick Murray acting director of the poll. “The final debate and to a lesser extent the second debate, allowed voters the opportunity to hear from both candidates on the domestic front.”

While the war in Iraq (25%) and terrorism (17%) still lead the field of issues that matter most in voters' minds, domestic issues are also important for a sizable portion of the electorate. These include the economy and jobs (17%), healthcare (10%), taxes (4%), education (3%), social security (2%) and abortion (2%). While terrorism is the singular issue among Bush voters (38%), few Kerry supporters (2%) name this as the *most* important issue in their vote. Among the challenger's voters, Iraq (33%) and the economy (24%) are the key concerns. Overall, slightly more voters feel that Kerry (49%) rather than Bush (40%) can better handle the issue that is most important to them.

While Kerry's support has increased since the poll conducted immediately after the first debate, voters' positions on who can do a better job on a number of specific issues did not. Bush still leads Kerry on who can better handle terrorism and national security by 51 to 39 percent. The two candidates are tied on who can better handle the Iraq war – 46 percent for Bush to 45 percent for Kerry. These numbers are basically unchanged since the first debate.

On the domestic front, the two candidates are basically tied on who can do a better job on taxes – 45 percent for Bush to 44 percent Kerry. However, Kerry continues to hold large leads on other domestic issues, including job creation (55% – 33%), education (50% - 39%), health care (55% - 33%) and social security (51% - 33%).

“While the final debates did not seem to change any minds on who could better handle these issues, it seems important that Garden State voters actually heard the candidates talk about them,” observed Murray. “Our polling after the first debate indicated that many voters, especially Democratic-leaning voters, were waiting to hear the campaigns address other concerns besides foreign policy.”

When asked about how the presidential campaign has done in addressing the issues that are important to them, twice as many voters say it has done a good job (61%) as feel it has done a bad job (30%). This is an improvement over voter sentiment on this topic following the first debate, when only half (50%) felt that the campaign had addressed their issues compared to 37 percent who said it had not.

This opinion changed the most among Democrats and independents. After the first debate, only 47 percent of Democrats and 40 percent of independents felt that the campaign had done a good job addressing the issues important to them. After the final debate, this increased to 65 percent of Democrats and 54 percent of independents. Opinions among Republicans on how the campaign has done in terms of addressing the issues remained unchanged – 67 percent currently say the campaign has done a good job compared to 69 percent who said the same immediately following the first debate.

The latest *Star-Ledger/Eagleton-Rutgers Poll* was conducted by telephone with 805 registered voters from October 14 to 17, 2004 – after the final debate but before President Bush's October 18 campaign stop in the state. This sample has a margin of error of ± 3.5 percent. Results in this release are also based on a subgroup of 661 likely voters, with a ± 3.8 margin of error.

Nearly half of all New Jersey voters (46%) believe that this is the most important presidential election since they've been able to vote and another 28 percent say it is more important than most. Only 22 percent say it is basically no different from other elections in importance and 2 percent feel it is less important. Democrats (56%) are more likely than Republicans (42%) and independents (40%) to say this will be the most important presidential race they've voted in.

The poll also found that fewer than 4-in-10 voters believe that the President deserves to be re-elected. Only 38 percent feel that Bush has earned another term compared to 54 percent who say it is time for someone new. Despite this, more voters feel that the incumbent will prevail nationwide on November 2nd – 47 percent feel that Bush will win compared to 33 percent who believe that Kerry will be the victor.

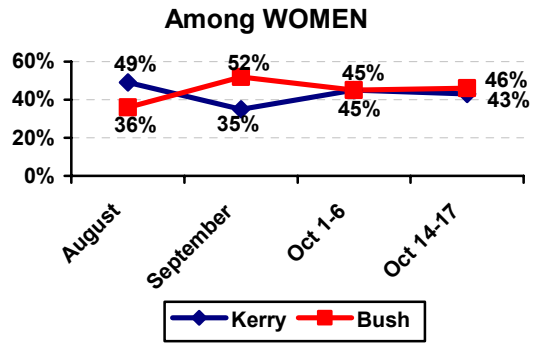
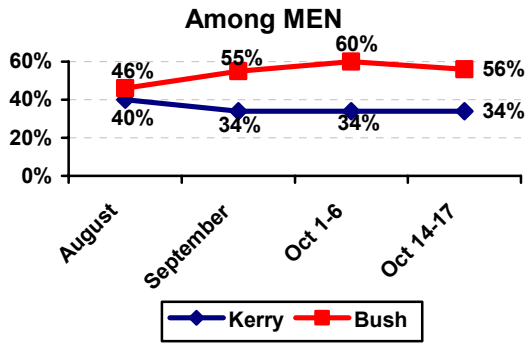
Other poll questions that focused on the candidates' personal qualities found that the candidates' favorability ratings remain unchanged. The Democratic ticket does better than the Republicans on this score. John Kerry's personal rating stands at 48 percent favorable to 32 unfavorable among registered voters. President Bush has slightly more unfavorables (45%) to favorables (40%). For the vice presidential candidates, John Edwards does better than Dick Cheney. The Democrat's favorable to unfavorable ratio is 40 to 27 percent. The Republican's is 34 percent favorable to 43 percent unfavorable.

Voters in the survey were also presented with five candidate qualities and asked which would be most important in their vote. There is no consensus among New Jersey voters on which of these is most important. Opinion is divided among a candidate who stands up for what is right no matter the political cost (28%), one who has a positive vision for the country's future (26%) and one who is honest and trustworthy (21%). Another 13 percent of voters say that being strong and decisive is the most important personal quality for them and only 5 percent select strong religious values as most important.

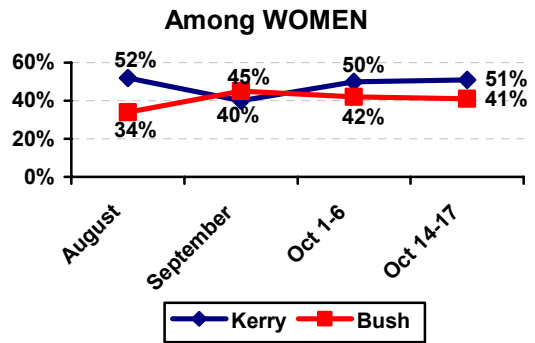
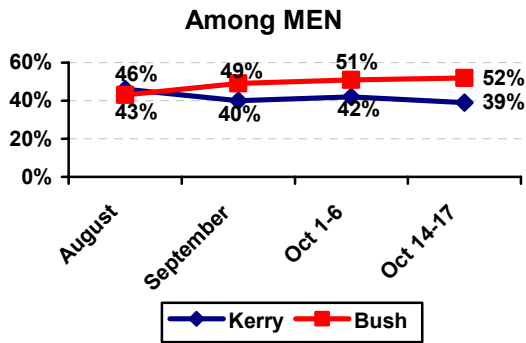
Overall, voters give Kerry a slight edge on the personal quality most important to them in a presidential candidate – 50 percent say the Democrat is most likely to have this quality compared to 44 percent who name Bush. Kerry voters are more likely to name having a positive vision (35%) and being honest and trustworthy (28%) as the qualities most important to them. Bush voters are more likely to select standing up for what is right (39%) as the single most important personal quality that will factor into their vote.

NEW JERSEY 2004					
VOTE TREND DYNAMICS					
<i>Kerry Advantage</i>					
<u>Voter Group</u>	<u>May</u>	<u>August</u>	<u>September</u>	<u>Oct 1-6</u>	<u>Oct 14-17</u>
All Registered	+6	+20	+4	+7	+10
<i>Likely Voters</i>	<i>na</i>	+20	+2	+6	+13
<i>Party ID</i>					
Democrat	+75	+87	+65	+81	+76
Independent	+11	+24	+2	+5	+14
Republican	-81	-74	-81	-83	-78
<i>Gender</i>					
Male	+1	+15	+3	-4	+7
Female	+10	+25	+7	+16	+13
<i>Race</i>					
White	-2	+14	-5	-4	+2
Black/Hispanic	+43	+53	+54	+66	+50
<i>Age</i>					
18 to 29	+30	+45	+46	+25	+17
30 to 49	+4	+15	+1	+10	+7
50 to 64	+4	+18	-5	+1	+14
65 +	+10	+19	+5	+2	+11
<i>Education</i>					
H.S. or less	+7	+17	+6	+8	+10
Some college	+7	+16	+4	-4	+6
College grad	+5	+25	+6	+11	+12
<i>Region of State</i>					
North	+9	+26	+6	+6	+15
Central	+6	+25	+6	+4	+4
South	even	+10	even	+11	+10

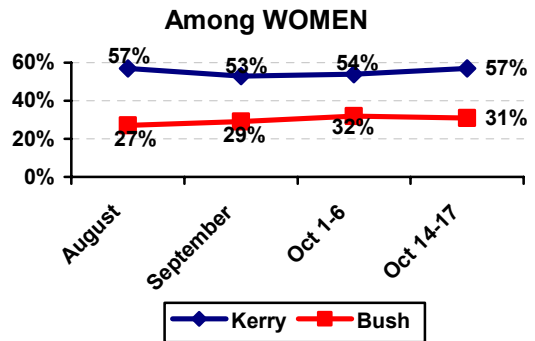
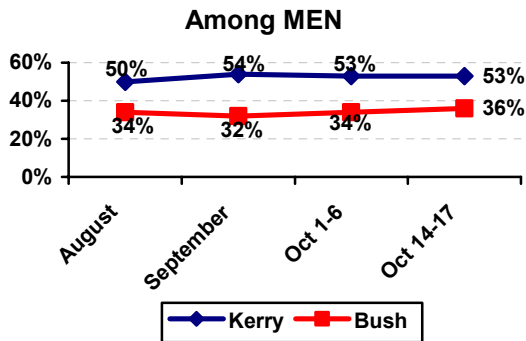
WHO CAN DO A BETTER JOB ON TERRORISM AND NATIONAL SECURITY



WHO CAN DO A BETTER JOB ON THE WAR IN IRAQ



WHO CAN DO A BETTER JOB ON JOB CREATION



“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]

	Bush	Undecided	Kerry	Nader/ Other	Total	(n)
October 14-17, 2004						
Registered Voters	38%	11%	48%	3%	100%	(794)
Likely Voters	38%	10%	51%	2%	101%	(661)
<u>Party ID</u>						
--Democrat	7	9	83	1	100	(274)
--Independent	34	13	48	5	100	(254)
--Republican	85	7	7	1	100	(206)
<u>Region</u>						
--North	36	9	51	4	100	(333)
--Central	41	11	45	3	100	(215)
--South	38	12	48	1	99	(231)
<u>Race</u>						
--White	42	11	44	3	100	(610)
--Black and Hispanic	19	10	69	2	100	(124)
<u>Gender</u>						
--Male	40	10	47	3	100	(368)
--Female	36	12	49	4	101	(426)
<u>Age</u>						
--18-29	33	7	50	11	101	(58)
--30-49	39	12	46	3	100	(311)
--50-64	37	11	51	1	100	(217)
--65+	39	11	50	1	101	(197)
<u>PAST SURVEYS</u>						
October 1-6, 2004						
Registered Voters	40%	11%	47%	1%	99%	(664)
Likely Voters	41%	10%	47%	1%	99%	(576)
<u>Party ID</u>						
--Democrat	6	7	87	--	100	(223)
--Independent	40	12	45	2	99	(206)
--Republican	88	6	5	2	101	(183)
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)
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)

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]

	Sure about <u>Bush</u>	Chooses Bush, but may <u>change</u>	>>> Initially Undecided <<<			Chooses Kerry, but may <u>change</u>	Sure about <u>Kerry</u>	Total	(n)
			Leans <u>Bush</u>	Does Not <u>Lean</u>	Leans <u>Kerry</u>				
October 14-17, 2004									
Registered Voters	36%	3%	3%	6%	4%	4%	45%	101%	(781)
<i>Likely Voters</i>	<i>36%</i>	<i>2%</i>	<i>2%</i>	<i>5%</i>	<i>4%</i>	<i>3%</i>	<i>48%</i>	<i>100</i>	<i>(656)</i>
<u>Party ID</u>									
--Democrat	5	1	--	4	5	4	79	98	(273)
--Independent	32	2	4	9	3	5	45	100	(247)
--Republican	83	3	3	2	2	1	5	99	(204)
<u>PAST SURVEYS</u>									
October 1-6, 2004									
Registered Voters	37%	4%	3%	5%	4%	5%	42%	100%	(656)
<i>Likely Voters</i>	<i>39%</i>	<i>3%</i>	<i>3%</i>	<i>4%</i>	<i>3%</i>	<i>4%</i>	<i>43%</i>	<i>99%</i>	<i>(572)</i>
<u>Party ID</u>									
--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)
September 2004									
Registered Voters	34%	5%	3%	8%	5%	6%	38%	99%	(709)
<i>Likely Voters</i>	<i>36%</i>	<i>5%</i>	<i>2%</i>	<i>8%</i>	<i>5%</i>	<i>5%</i>	<i>39%</i>	<i>100%</i>	<i>(632)</i>
<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)
August 2004									
Registered Voters	27%	6%	3%	7%	5%	7%	46%	101%	(592)
<i>Likely Voters</i>	<i>28%</i>	<i>5%</i>	<i>2%</i>	<i>6%</i>	<i>5%</i>	<i>6%</i>	<i>47%</i>	<i>99%</i>	<i>(519)</i>
<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)

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

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

	<u>“For” my candidate</u>	<u>“Against” other candidate</u>	<u>Don’t Know</u>	<u>Total</u>	<u>(n)</u>
October 14-17, 2004					
Registered Voters	63%	31%	6%	100%	(734)
<i>Likely Voters</i>	<i>63%</i>	<i>31%</i>	<i>6%</i>	<i>100%</i>	<i>(621)</i>
BUSH VOTERS	83	14	4	101%	(301)
KERRY VOTERS	50	44	6	100%	(384)
<u>PAST SURVEYS</u>					
September 2004					
Registered Voters	56%	41%	3%	100%	(646)
--Bush Voters	79	19	2	100	(303)
--Kerry Voters	36	59	4	99	(289)
August 2004					
Registered Voters	59%	36%	5%	100%	(551)
--Bush voters	83	15	3	101	(193)
--Kerry voters	46	49	5	100	(316)

In your opinion, do you think President Bush deserves to be re-elected or is it time for someone new?
[W7]

	<u>Deserves Re-Election</u>	<u>Time for Someone New</u>	<u>Don’t Know</u>	<u>Total</u>	<u>(n)</u>
October 14-17, 2004					
Registered Voters	38%	54%	7%	99%	(794)
<i>Likely Voters</i>	<i>38%</i>	<i>56%</i>	<i>6%</i>	<i>100%</i>	<i>(661)</i>
<u>Party ID</u>					
--Democrat	8	88	4	100	(274)
--Independent	34	56	10	100	(254)
--Republican	85	9	6	100	(206)
<u>PAST ELECTIONS</u>					
November 1996					
Registered Voters	45%	46%	9%	100%	(841)
<u>Party ID</u>					
--Democrat	80	13	6	99	(292)
--Independent	36	50	14	100	(214)
--Republican	16	81	3	100	(254)
September 1992					
All Voters*	36%	56%	8%	100%	(800)
<u>Party ID</u>					
--Democrat	8	87	5	100	(240)
--Independent	36	53	11	100	(288)
--Republican	78	17	5	100	(199)

*Question wording: Thinking about the job that Bill Clinton has done as President, do you think he deserves to be re-elected or do you think it's time for a change? **Question wording: Thinking back over George Bush's first term in office, do you think he deserves to be re-elected for a second term or not?

“Is your general impression of [INSERT NAME] favorable or unfavorable, or don't you really have an opinion about him?” [W8]

October 14-17, 2004	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
GEORGE W. BUSH					
Registered Voters	40%	45%	15%	100%	(794)
Likely voters	40%	49%	11%	100%	(661)
<u>PAST SURVEYS</u>					
September 2004					
Registered voters	42%	45%	13%	100%	(738)
Likely voters	44	45	11	100	(642)
August 2004					
Registered Voters	38%	50%	12%	100%	(624)
Likely voters	39	52	9	100	(534)
May 2004					
Registered Voters	41%	44%	15%	100%	(643)
JOHN KERRY					
Registered Voters	48%	32%	20%	100%	(794)
Likely voters	51%	34%	15%	100%	(661)
<u>PAST SURVEYS</u>					
September 2004					
Registered Voters	44%	30%	26%	100%	(738)
Likely voters	44	32	24	100	(642)
August 2004					
Registered Voters	54%	27%	19%	100%	(624)
Likely voters	56	27	16	99	(534)
May 2004					
Registered Voters	41%	27%	32%	100%	(643)
DICK CHENEY					
Registered Voters	34%	43%	23%	100%	(794)
Likely voters	37%	47%	16%	100%	(661)
<u>PAST SURVEYS</u>					
September 2004					
Registered Voters	35%	42%	23%	100%	(738)
Likely voters	38	43	18	99	(642)
August 2004					
Registered Voters	28%	49%	24%	101%	(624)
Likely voters	28	51	20	99	(534)
JOHN EDWARDS					
Registered Voters	40%	27%	33%	100%	(794)
Likely voters	43%	28%	28%	99%	(661)
<u>PAST SURVEYS</u>					
September 2004					
Registered Voters	47%	19%	34%	100%	(738)
Likely voters	50	20	30	100	(642)
August 2004					
Registered Voters	51%	17%	31%	99%	(624)
Likely voters	53	18	28	99	(534)

“Has the presidential campaign so far done a good job or bad job of addressing the issues that are important to you?” [W9]

	<u>Good Job</u>	<u>Bad Job</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October 14-17, 2004 Registered Voters	61%	30%	9%	100%	(794)
<i>Likely Voters</i>	<i>62%</i>	<i>30%</i>	<i>8%</i>	<i>100%</i>	<i>(661)</i>
<u>Party ID</u>					
--Democrat	65	27	9	101	(274)
--Independent	54	37	9	100	(254)
--Republican	67	22	10	99	(206)
<u>Vote Intention</u>					
--Bush	66	24	10	100	(301)
--Undecided	48	38	14	100	(86)
--Kerry	61	31	8	100	(384)
<u>PAST SURVEYS</u>					
October 1-6, 2004 Registered Voters	50%	37%	13%	100%	(664)
<i>Likely Voters</i>	<i>51</i>	<i>37</i>	<i>12</i>	<i>100</i>	<i>(576)</i>

“What is the most important issue to you personally in determining who to vote for?” [W10]

	<u>War in Iraq</u>	<u>Terrorism / Security</u>	<u>Economy / Jobs</u>	<u>Taxes</u>	<u>Health Care</u>	<u>Education</u>	<u>Social security</u>	<u>Other domestic issues</u>	<u>Personal qualities</u>	<u>Other issues</u>	<u>No issue Stands out / not sure</u>	<u>(n)</u>
October 14-17, 2004 Registered Voters	25%	17%	17%	4%	10%	3%	2%	4%	5%	7%	6%	(794)
<i>Likely Voters</i>	<i>26</i>	<i>18</i>	<i>18</i>	<i>4</i>	<i>9</i>	<i>3</i>	<i>2</i>	<i>4</i>	<i>5</i>	<i>7</i>	<i>4</i>	<i>(661)</i>
<u>Vote Intention</u>												
--Bush	17	38	8	6	6	1	1	5	8	3	6	(301)
--Undecided	19	12	17	5	16	4	3	1	1	6	15	(86)
--Kerry	33	2	24	3	6	1	1	6	3	7	4	(384)
<u>Party ID</u>												
--Democrat	32	3	21	4	13	4	3	4	2	6	5	(274)
--Independent	22	20	19	4	9	2	3	4	5	5	4	(254)
--Republican	19	32	10	5	5	2	1	4	8	5	7	(206)

“And which candidate will do a better job on that issue – Bush or Kerry?” [W11]

	<u>Bush</u>	<u>Kerry</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October 14-17, 2004 Registered Voters	40%	49%	3%	8%	100%	(750)
<i>Likely Voters</i>	<i>40%</i>	<i>51%</i>	<i>3%</i>	<i>6%</i>	<i>100%</i>	<i>(635)</i>

“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?” [W12]

October 14-17, 2004						
Registered Voters	Bush	Kerry	Both/ Same	Don't Know	Total	(n)
CREATING JOBS	33%	55%	2%	10%	100%	(794)
<i>Likely Voters</i>	<i>33%</i>	<i>57%</i>	<i>2%</i>	<i>8%</i>	<i>100%</i>	<i>(661)</i>
<u>PAST SURVEYS</u>						
October 1-6, 2004 Reg. Voters	33%	54%	3%	10%	100%	(664)
<i>Likely Voters</i>	<i>34</i>	<i>53</i>	<i>3</i>	<i>10</i>	<i>100</i>	<i>(576)</i>
September 2004 Reg. 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 Reg. 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						
	51%	39%	3%	7%	100%	(794)
<i>Likely Voters</i>	<i>50%</i>	<i>41%</i>	<i>3%</i>	<i>5%</i>	<i>99%</i>	<i>(661)</i>
<u>PAST SURVEYS</u>						
October 1-6, 2004 Reg. Voters	52%	40%	3%	6%	101%	(664)
<i>Likely Voters</i>	<i>51</i>	<i>42</i>	<i>2</i>	<i>5</i>	<i>100</i>	<i>(576)</i>
September 2004 Reg. 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 Reg. 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						
	46%	45%	1%	8%	100%	(794)
<i>Likely Voters</i>	<i>46%</i>	<i>47%</i>	<i>--</i>	<i>7%</i>	<i>100%</i>	<i>(661)</i>
<u>PAST SURVEYS</u>						
October 1-6, 2004 Reg. Voters	46%	46%	1%	7%	100%	(664)
<i>Likely Voters</i>	<i>47</i>	<i>47</i>	<i>1</i>	<i>6</i>	<i>101</i>	<i>(576)</i>
September 2004 Reg. 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 Reg. 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						
	39%	50%	2%	9%	100%	(794)
<i>Likely Voters</i>	<i>39%</i>	<i>53%</i>	<i>2%</i>	<i>7%</i>	<i>101%</i>	<i>(661)</i>
<u>PAST SURVEYS</u>						
September 2004 Reg. Voters	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>
August 2004 Reg. 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>
TAXES						
	45%	44%	2%	9%	100%	(794)
<i>Likely Voters</i>	<i>45%</i>	<i>46%</i>	<i>1%</i>	<i>8%</i>	<i>100%</i>	<i>(661)</i>
<u>PAST SURVEYS</u>						
August 2004 Reg. Voters	38%	48%	2%	11%	99%	(624)
<i>Likely Voters</i>	<i>39</i>	<i>48</i>	<i>2</i>	<i>10</i>	<i>99</i>	<i>(534)</i>

(W12 Continued)

	<u>Bush</u>	<u>Kerry</u>	<u>Both/ Same</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
SOCIAL SECURITY	33%	51%	2%	13%	99%	(794)
<i>Likely Voters</i>	<i>33%</i>	<i>54%</i>	<i>2%</i>	<i>11%</i>	<i>100%</i>	<i>(661)</i>
<u>PAST SURVEYS</u>						
August 2004 Reg. Voters	27%	54%	3%	16%	100%	(624)
<i>Likely Voters</i>	28	54	3	15	100	(534)
HEALTH CARE						
	33%	55%	2%	10%	100%	(794)
<i>Likely Voters</i>	<i>32%</i>	<i>57%</i>	<i>2%</i>	<i>9%</i>	<i>100%</i>	<i>(661)</i>
<u>PAST SURVEYS</u>						
August 2004 Reg. Voters	25%	60%	3%	13%	101%	(624)
<i>Likely Voters</i>	24	61	3	12	100	(534)
ENCOURAGING SCIENTIFIC AND MEDICAL RESEARCH						
	26%	62%	2%	10%	100%	(794)
<i>Likely Voters</i>	<i>25%</i>	<i>65%</i>	<i>1%</i>	<i>8%</i>	<i>99%</i>	<i>(661)</i>

“Of the following candidate qualities – which is the most important in your vote: Stands up for what is right no matter the political cost; Has a positive vision for the country’s future; Is strong and decisive; Is honest and trustworthy; Has strong religious values; or some other personal quality?” [W13]

	<u>Stands up for what is right</u>	<u>Positive vision for country's future</u>	<u>Strong and decisive</u>	<u>Honest and trustworthy</u>	<u>Strong religious values</u>	<u>Other/ Don't' Know</u>	<u>Total</u>	<u>(n)</u>
October 14-17, 2004 Registered Voters	28%	26%	13%	21%	5%	8%	101%	(794)
<i>Likely Voters</i>	<i>30%</i>	<i>27%</i>	<i>11%</i>	<i>21%</i>	<i>4%</i>	<i>6%</i>	<i>99%</i>	<i>(661)</i>
<u>Vote Intention</u>								
--Bush	39	16	20	13	8	4	100	(301)
--Undecided	27	17	13	19	5	20	101	(86)
--Kerry	20	35	7	28	3	7	100	(384)
<u>Party ID</u>								
--Democrat	19	35	9	25	2	9	99	(274)
--Independent	32	22	14	20	4	7	99	(254)
--Republican	36	17	17	17	9	4	100	(206)
<u>Gender</u>								
--Male	30	24	13	21	4	8	100	(368)
--Female	27	28	13	20	5	8	101	(426)
<u>Age</u>								
--18-29	24	33	12	22	3	5	99	(58)
--30-49	31	23	17	21	4	4	100	(311)
--50-64	28	28	12	19	4	9	100	(217)
--65+	25	26	8	22	7	12	100	(197)

“And who does that quality apply to more – Bush or Kerry?” [W14]

	<u>Bush</u>	<u>Kerry</u>	<u>Both/ Neither</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October 14-17, 2004 Registered Voters	44%	50%	3%	3%	100%	(755)
<i>Likely Voters</i>	<i>43%</i>	<i>52%</i>	<i>2%</i>	<i>2%</i>	<i>99%</i>	<i>(634)</i>

“Comparing this election to past presidential elections since you’ve been able to vote, would you say this is THE most important election, more important than most, about as important, or less important than other presidential elections you have been able to vote in?” [W15]

	<u>The Most important</u>	<u>More important</u>	<u>About as important</u>	<u>Less important</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October 14-17, 2004 Registered Voters	46%	28%	22%	2%	1%	99%	(794)
<i>Likely Voters</i>	<i>48%</i>	<i>31%</i>	<i>19%</i>	<i>2%</i>	<i>--</i>	<i>100%</i>	<i>(661)</i>
<u>Party ID</u>							
--Democrat	56	28	15	1	--	100	(274)
--Independent	40	30	26	4	1	101	(254)
--Republican	42	29	25	3	1	100	(206)
<u>Vote Intention</u>							
--Bush	44	29	25	2	1	101	(301)
--Undecided	31	31	29	3	5	99	(86)
--Kerry	53	28	17	1	1	100	(384)
<u>Age</u>							
--18-29	62	17	14	2	5		(58)
--30-49	47	25	26	2	--		(311)
--50-64	41	33	23	2	1		(217)
--65+	46	31	19	3	1		(197)

“Do you think the tone of this campaign has been generally positive or negative?” [W16]

	<u>Positive</u>	<u>Negative</u>	<u>Both/ Neither</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October 14-17, 2004 Registered Voters	34%	58%	5%	4%	101%	(794)
<i>Likely Voters</i>	<i>33%</i>	<i>59%</i>	<i>5%</i>	<i>3%</i>	<i>100%</i>	<i>(661)</i>
<u>Vote Intention</u>						
--Bush	35	57	4	4	100	(301)
--Undecided	33	52	6	9	100	(86)
--Kerry	33	59	5	3	100	(384)

“Which candidate’s campaign has been more negative – Bush or Kerry?” [W17]

	<u>Bush</u>	<u>Kerry</u>	<u>Both Equally</u>	<u>Neither/ Don't Know</u>	<u>Total</u>	<u>(n)</u>
October 14-17, 2004 Registered Voters	45%	34%	14%	7%	100%	(794)
Likely Voters	48%	32%	14%	5%	99%	(661)
<u>Vote Intention</u>						
--Bush	5	73	17	4	99	(301)
--Undecided	29	29	24	17	99	(86)
--Kerry	81	4	9	6	100	(384)

“Regardless of who you are planning to vote for in this election, who do you think is going to win?” [W19]

	<u>Bush</u>	<u>Kerry</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
October 14-17, 2004 Registered Voters	47%	33%	20%	100%	(794)
Likely Voters	48%	33%	19%	100%	(661)
<u>Vote Intention</u>					
--Bush	81	6	13	100	(301)
--Undecided	31	19	50	100	(86)
--Kerry	25	58	17	100	(384)

“There will also be an election for the U.S. House of Representatives in your district this November. If the election were held today, would you vote for the Republican candidate or the Democratic candidate?” [W20]

	<u>Republican</u>	<u>Democrat</u>	<u>Other</u>	<u>Undecided</u>	<u>Total</u>	<u>(n)</u>
October 14-17, 2004 Registered Voters	33%	43%	1%	23%	100%	(794)
Likely Voters	33%	45%	--	21%	99%	(661)
<u>Party ID</u>						
--Democrat	6	84	--	11	101	(274)
--Independent	30	34	1	35	100	(254)
--Republican	76	6	--	17	99	(206)
<u>Vote Intention</u>						
--Bush	70	9	--	21	100	(301)
--Undecided	20	26	--	55	101	(86)
--Kerry	8	75	1	17	101	(384)