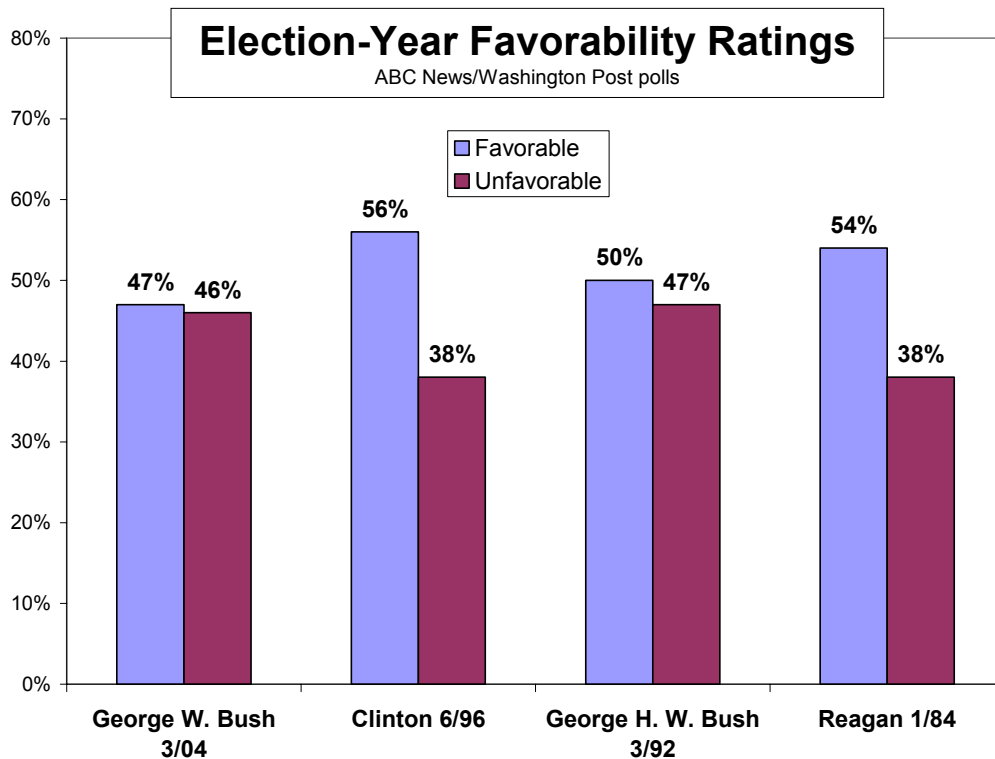


Campaign 2004 Roadmap: Edge To Kerry, But Miles to Go

Bush vs. Kerry starts with an edge to John Kerry on issues and emotions alike – but hardly an unstoppable one. Some of George W. Bush’s ratings have stabilized, some of his advantages are strong and his support is firmer than his less-known challenger’s.

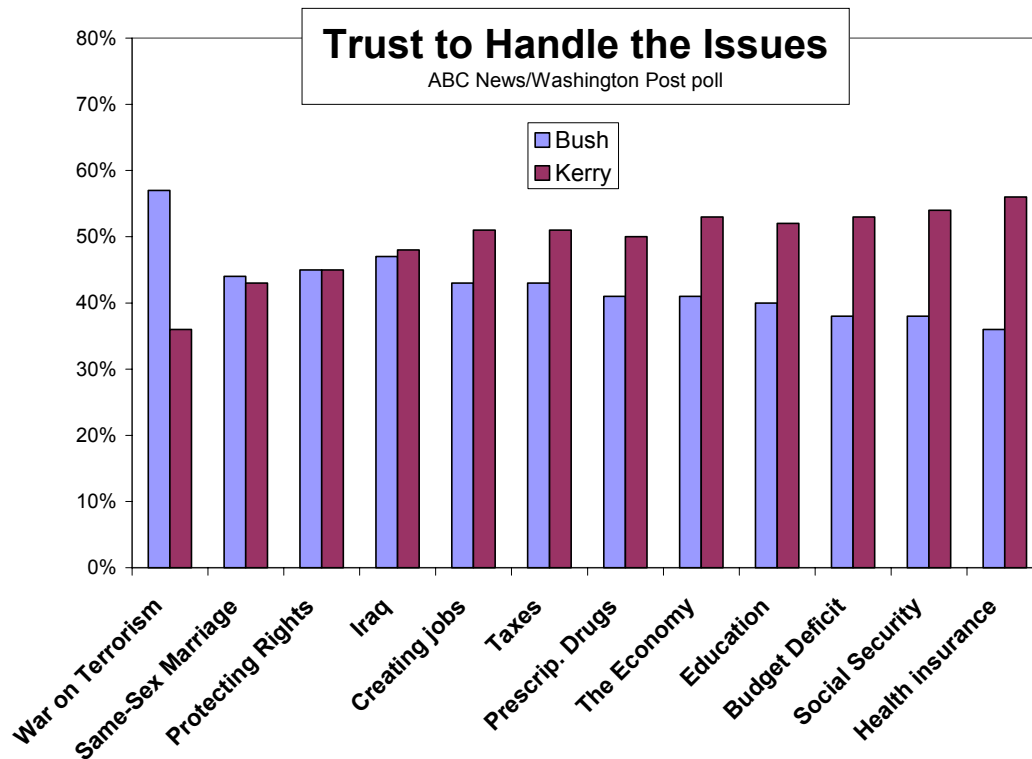
As much as anything, this ABC News/Washington Post poll shows the 2004 general election campaign beginning much as the last one ended: with a sharply divided nation, split evenly on Bush’s overall performance since his razor-thin electoral college victory.

Beneath the divisions, though, are serious challenges for Bush. Fifty-seven percent of Americans say it’s time for a “new direction” in the nation’s leadership, fewer than at this point in his father’s presidency but a majority nonetheless. Anger with his administration has risen, and now exceeds enthusiasm. His personal popularity more closely resembles a re-election loser’s (his father’s) than a winner’s (Bill Clinton or Ronald Reagan’s).



As with Bush’s father, much of the discontent pertains to the economy: It’s the public’s single most important election issue by a sizable margin, and 59 percent – a new high for this president – disapprove of the way he’s handled it.

Disapproval of Bush's work on the federal deficit and Social Security also has reached new highs. Kerry leads him in trust to handle these issues and others, including health insurance, education, prescription drugs and taxes. Bush leads in trust to handle just one of a dozen issues, but a big one – the war on terrorism, the wellspring of his support.

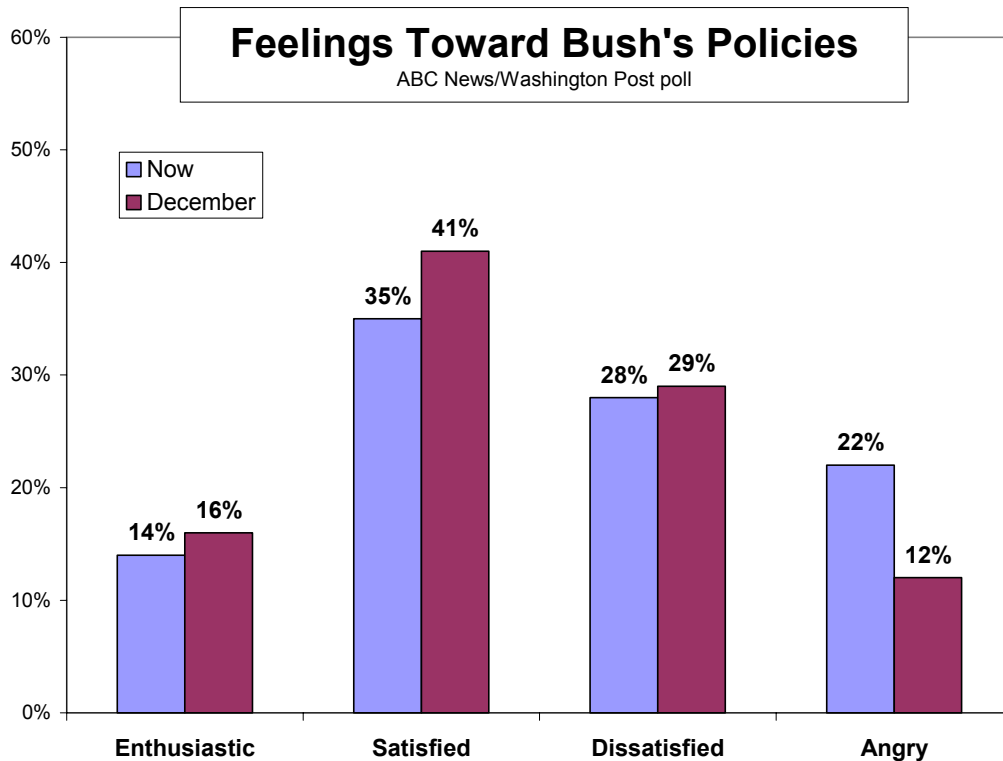


Empathy and emotion carry hazards for Bush as well. Americans by a 41-point margin, 67-26 percent, think he cares more about protecting the interests of large business corporations than ordinary working people; the figures are essentially reversed for Kerry. Fifty-seven percent think Bush doesn't understand the problems of people like them; 58 percent think Kerry does. And in the broadest gap, 51 percent don't think Bush is tolerant of different points of view; 73 percent think Kerry is.

And there's been a gradual shift in emotional balance: By an eight-point margin, more Americans are now "angry" with the administration than "enthusiastic" about it, 22 percent to 14 percent. (The overall view is another even split – 49 percent enthusiastic or satisfied; 51 percent dissatisfied or angry.)

For his part, Bush maintains broad approval for fighting terrorism; equally so for protecting the public's "rights and freedoms" (though he has no edge over Kerry in trust to handle the latter). And most Americans, 56 percent, now say the United States is "winning the war on terrorism," up from 47 percent in fall 2002.

At 50 percent, Bush's overall job approval rating has stabilized at an even split; while a relatively weak rating, it hasn't fallen further. Similarly, the public now divides evenly on whether Bush has united or divided the country. Fifty-four percent now rate Bush as "honest and trustworthy," also stabilized. And 63 percent call him a strong leader.

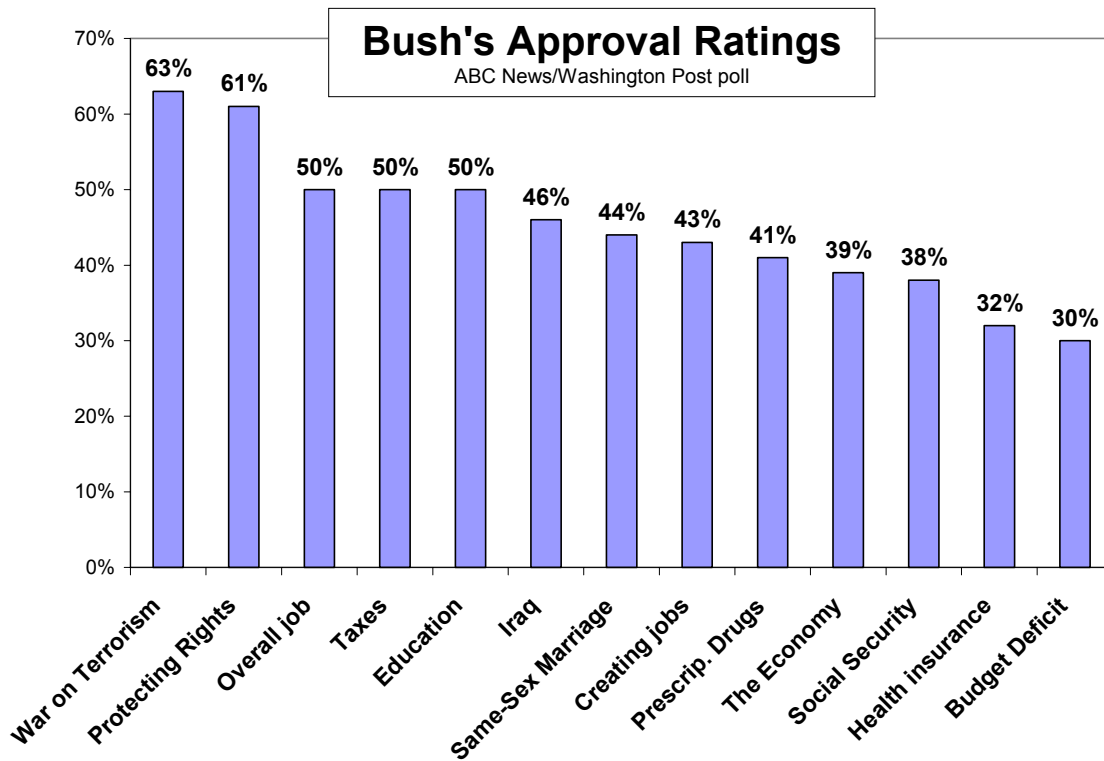


CONTEXT – All these results need to be evaluated in the context of the campaign. They come just at the end of the Democratic primaries, a period of intensive focus on Kerry's victories and the Democrats' criticisms of Bush – criticisms to which the president has just begun to respond.

This kind of focus can shift loyalties at the margins, which is where U.S. elections tend to be won or lost. Compared to recent averages, Americans currently are a bit more apt to identify themselves as Democrats, a bit less likely to say they're Republicans. A question for the future is whether this holds, or settles back as the president counterattacks.

Elections with incumbents tend first to be about the incumbent. As such, Kerry's support is much more negative than affirmative; among people who back him for president, 61 percent say they more oppose Bush than support Kerry. Bush's support, by contrast, is much more affirmative than negative. Here the question for Kerry is whether he can meet hopes and expectations as the better alternative; for Bush, it's whether he can drive up doubts about Kerry while shoring up his own credentials.

Strength of support tells a similar story: Eight in 10 Bush supporters back him strongly, compared to six in 10 of Kerry's.



On the battleground of ideology the reputed Massachusetts liberal fares no worse than the self-declared Texas conservative. A third of Americans say Kerry is “too liberal” for them, but the same number say Bush is “too conservative.” Bush surely will try to paint Kerry as too liberal, not least because conservatives outnumber liberals (by 10 percentage points among registered voters in this poll).

One place Kerry looks reasonably secure is with his base: Eighty-eight percent of leaned Democrats say they’re satisfied with him as the nominee, and nearly nine in 10 support him in a head-to-head matchup against Bush.

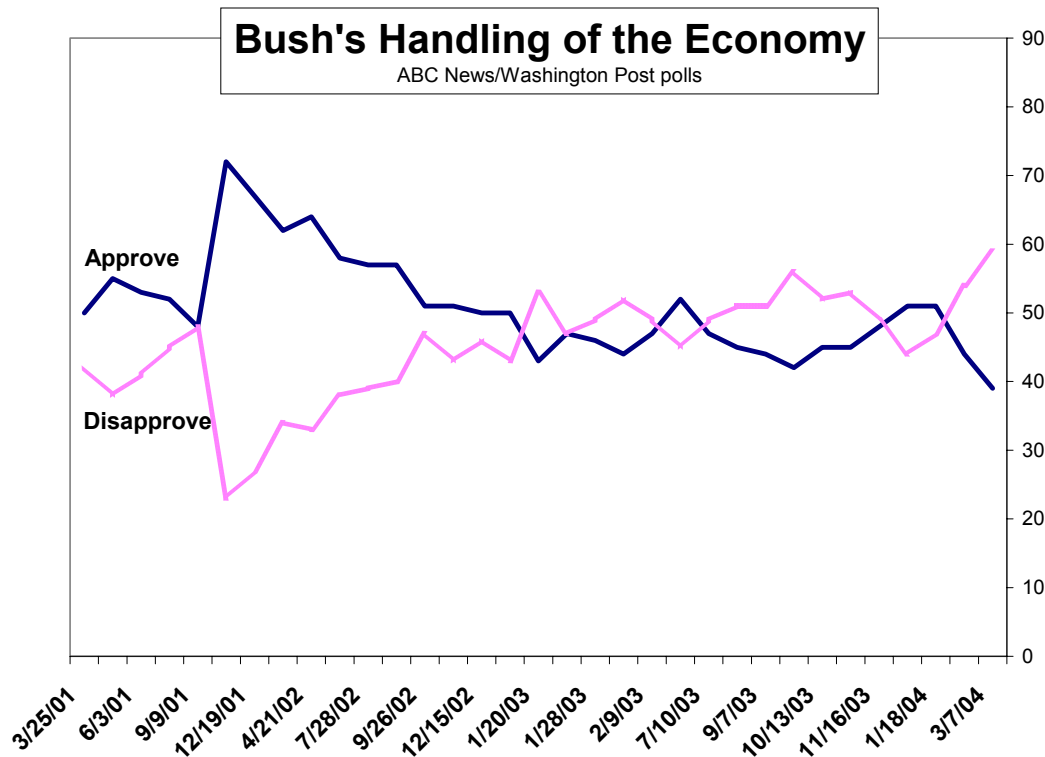
NADER – Then there’s the question of Ralph Nader, seen by some Democrats as the spoiler in 2000. (Others can argue that Pat Buchanan almost spoiled it for Bush.) Nader does make it a somewhat closer race, assuming he’s on the ballot in all 50 states: Head to head, in a two-way matchup Kerry has 53 percent support among registered voters, Bush 44 percent. Add Nader and it’s 48-44-3 percent.

Much here remains to sort itself out, including how broadly and how strongly Nader campaigns and how many state ballots he makes. In the two-way Bush-Kerry matchup, very few registered voters – fewer than half a percent – volunteer Nader’s name. (One approach, given the uncertainties, is to average the results with and without Nader; that produces a Kerry-Bush-Nader matchup of 51-44-2 percent among registered voters.)

VEEP – Another shoe to fall involves Kerry’s choice of a vice-presidential nominee. This usually influences few votes – classically it helps in the v.p. nominee’s home state alone – but more atmospherically it can send a message to voters of use in evaluating where the presidential nominee stands and how he thinks.

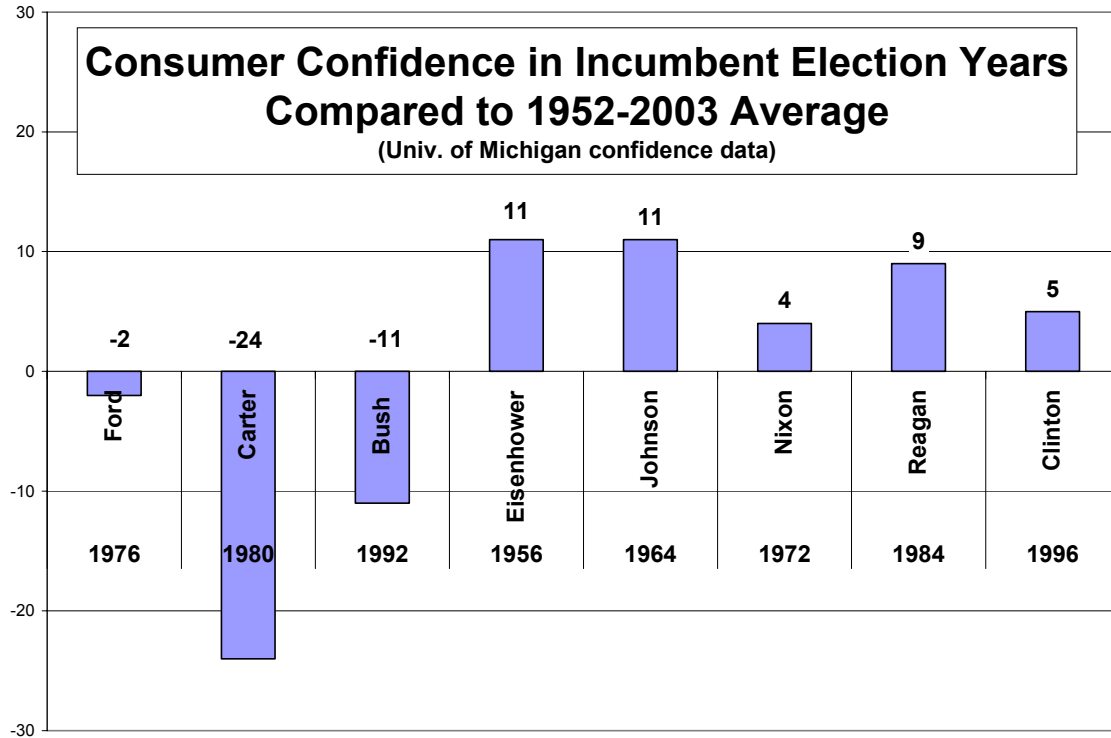
In Bush’s case, Dick Cheney is not looking like much help. On one hand, 56 percent think Bush should keep Cheney on the ticket. On the other, personally, more Americans view Cheney unfavorably than favorably, by 43-35 percent – never a comfortable position for a public figure.

ECONOMY – Of all the issues before the public, it’s hardest to overstate the importance of the economy. Slightly more now say it’s getting better than getting worse, a hopeful sign for the administration. But 60 percent say it’s in bad shape, and 43 percent say most Americans have gotten worse off financially since Bush took office; only 17 percent say most are better off. And as noted, Bush’s approval rating on the economy is at a career low.



It was economic discontent that did in Bush’s father in 1992, and today Bush handily wins people who rate the economy positively – but loses those who rate it negatively. Moreover, an ABC News analysis of 52 years of data from the University of Michigan’s Index of Consumer Sentiment finds that in election years in which confidence was better than its long-term average, incumbent presidents seeking re-election won (Eisenhower, Johnson, Nixon, Reagan and Clinton). In years in which confidence was below average, incumbents lost (Ford, Carter and George H.W. Bush).

Confidence currently is above its long-term average in Michigan data – but it fell from 16 points above average in January to six points above average in February.



MINORITIES – Bush’s overall approval rating is much better among whites than among minorities, particularly blacks – 56 percent among whites, 48 percent among Hispanics, just 14 percent among blacks. That middling rating from Hispanics suggests why Bush (who met this weekend with Mexican President Vicente Fox) is trying to win support in this group. However, in the general election matchup Kerry wins 65 percent of Hispanics, about the usual level of Hispanic support for Democratic presidential candidates.

IRAQ – Lastly, on Iraq, where Governing Council members today signed a constitution, this poll finds a mixed report for U.S. policy. On one hand, the public by 52-44 percent now says the war was worth fighting, compared to 48-50 percent last month.

But 53 percent don’t think the administration has a clear plan how to proceed there; as many disapprove of Bush’s handling of the situation. While 57 percent think the war has contributed to long-term U.S. security, fewer – 29 percent – think it’s contributed ”a great deal.” And most, 55 percent, continue to think the administration intentionally exaggerated its pre-war evidence that Iraq had weapons of mass destruction.

METHODOLOGY – This ABC News/Washington Post poll was conducted by telephone March 4-7, 2004, among a random national sample of 1,202 adults. The results have a

three-point error margin. Sampling, data collection and tabulation by TNS Intersearch of Horsham, Pa.

Analysis by Gary Langer.

ABC News polls can be found at ABCNEWS.com on the Internet at:

<http://abcnews.go.com/sections/us/PollVault/PollVault.html>

Media contact: Cathie Levine, (212) 456-4934, or Lisa Finkel, (212) 456-6190.

Results follow.

*= less than 0.5 percent

1. Do you approve or disapprove of the way George W. Bush is handling his job as president? Do you approve/disapprove strongly or somewhat?

	-----Approve-----			-----Disapprove-----			No opin.
	NET	Strongly	Somewhat	NET	Strongly	Somewhat	
3/7/04	50	32	18	48	36	12	2
2/11/04	50	30	21	47	34	14	2
1/18/04	58	35	24	40	30	9	2
12/21/03	59	39	21	38	23	15	3
12/14/03	57	37	20	39	29	10	5
12/7/03	53	32	21	40	27	13	7
11/16/03	57	34	23	39	28	11	4
10/29/03	56	30	26	42	29	13	2
10/13/03	53	33	20	43	29	13	4
9/30/03	54	34	20	44	29	15	2
9/13/03	58	35	23	40	27	14	2
9/7/03	56	34	22	41	28	13	4
8/11/03	59	37	22	37	23	14	4
7/10/03	59	35	24	38	25	13	3
6/22/03	68	45	23	29	18	11	4
4/30/03	71	50	22	26	9	17	3
4/16/03	74	52	22	23	14	9	3
4/9/03	77	58	19	20	14	6	4
4/3/03	71	54	16	25	19	7	4
3/23/03	68	NA	NA	27	NA	NA	4
3/20/03	67	NA	NA	28	NA	NA	5
3/2/03	62	38	23	35	22	13	4
2/23/03	60	NA	NA	34	NA	NA	6
2/9/03	64	42	21	34	20	14	3
2/1/03	62	41	21	34	22	13	4
1/28/03	62	43	19	36	23	13	2
1/27/03	59	39	21	37	22	15	4
1/20/03	59	36	23	38	22	16	2
12/15/02	66	37	28	32	20	12	2
11/4/02 LV	67	45	23	31	20	12	1
11/3/02 LV	67	45	22	32	20	12	1
11/2/02 LV	67	47	20	32	23	9	1
10/27/02 All	67	39	28	29	16	13	4
10/27/02 LV	68	47	21	30	16	14	3
9/26/02	67	42	25	30	18	12	3
9/8/02	71	42	28	27	15	12	3
7/28/02	69	39	31	28	14	14	3
7/15/02	72	42	31	25	13	12	2
6/17/02	74	42	32	22	13	9	4
6/9/02	77	41	36	20	11	9	3

5/19/02	76	48	28	22	13	8	3
4/21/02	78	47	31	20	10	9	2
3/28/02	79	49	30	18	10	8	3
3/10/02	82	52	30	16	7	9	2
1/27/02	83	56	27	14	7	7	3
12/19/01	86	64	22	12	6	6	2
11/27/01	89	69	21	9	5	4	1
11/6/01	89	65	24	9	4	5	2
10/9/01	92	76	16	6	3	3	1
9/27/01	90	70	20	6	3	3	4
9/13/01	86	63	23	12	6	5	2
9/9/01	55	26	29	41	22	20	3
8/12/01	61	28	33	31	17	14	8
7/30/01	59	28	30	38	22	17	3
6/3/01	55	27	28	40	22	18	6
4/22/01	63	33	30	32	16	16	5
3/25/01	58	NA	NA	33	NA	NA	8
2/25/01	55	NA	NA	23	NA	NA	22

2. Do you approve or disapprove of the way Bush is handling (ITEM)?

3/7/04 - Summary Table*

	Approve	Disapprove	No op.
a. The economy	39	59	1
b. The situation in Iraq	46	53	1
c. Education	50	45	5
d. Social Security	38	55	7
e. The cost, availability and coverage of health insurance	32	62	6
f. Taxes	50	47	3
g. Creating jobs	43	54	3
h. The US campaign against terrorism	63	34	3
i. The federal budget deficit	30	65	5
j. The issue of same-sex marriage	44	52	4
k. Prescription drug benefits for the elderly	41	49	9
l. Protecting Americans' constitutional rights and freedoms	61	37	2

*Half sample asked items a-f, other half asked g-l.

Trend where available:

a. The economy

	Approve	Disapprove	No opinion
3/7/04	39	59	1
2/11/04	44	54	2
1/18/04	51	47	2
12/21/03	51	44	5
11/16/03	48	49	3
10/29/03	45	53	2
10/13/03	45	52	2
9/13/03	42	56	3
9/7/03	44	51	5
8/11/03	45	51	5
7/10/03	47	49	4
4/30/03	52	45	3
2/9/03	47	49	4
2/1/03	44	52	4
1/28/03	46	49	4

1/27/03	47	47	5
1/20/03	43	53	4
1/5/03	50	43	7
12/15/02	50	46	4
11/4/02 LV	53	45	2
11/3/02 LV	52	46	2
11/2/02 LV	55	43	2
10/27/02	51	43	6
10/27/02 LV	53	44	3
9/26/02	51	47	3
9/8/02	57	40	4
7/28/02	57	39	4
7/15/02	58	38	3
4/21/02	64	33	3
1/27/02	62	34	4
12/19/01	67	27	6
11/6/01	72	23	5
9/9/01	48	48	4
7/30/01	52	45	3
6/3/01	53	41	6
4/22/01	55	38	7
3/25/01	50	42	8

b. The situation in Iraq

	Approve	Disapprove	No opinion
3/7/04	46	53	7
2/11/04	47	52	1
1/18/04	55	42	2
12/21/03	60	39	2
12/14/03	58	38	4
11/16/03	48	48	4
10/29/03	47	51	2
10/13/03	51	47	2
9/29/03	50	47	3
9/13/03	52	46	2
9/7/03	49	47	4
8/24/03	56	37	7
8/11/03	56	41	3
7/10/03	58	41	2
6/22/03	67	30	2
4/30/03	75	22	2

Compare to: The situation with Iraq and Saddam Hussein

3/27/03	69	26	5
3/23/03	71	26	3
3/20/03	65	29	5
3/17/03	64	29	7
3/9/03	55	38	8
2/23/03	55	39	6
2/9/03	61	37	2
2/5/03	61	32	7
2/1/03	61	35	3
1/28/03	58	38	4
1/27/03	57	40	3
1/20/03	50	46	4
12/15/02	58	37	5
11/4/02 LV	56	40	4
11/3/02 LV	57	40	4
11/2/02 LV	56	41	3
10/27/02	57	38	5
9/26/02	58	39	3
9/14/02	65	31	4

8/29/02 52 36 12

c. Education

	Approve	Disapprove	No opinion
3/7/04	50	45	5
2/11/04	47	45	8
1/18/04	55	37	9
12/21/03	47	37	15
10/29/03	55	38	7
9/13/03	56	39	6
4/30/03	59	34	7
12/15/02	62	30	8
9/26/02	61	32	7
7/15/02	62	31	6
1/27/02	71	21	8
9/9/01	61	32	7
7/30/01	63	31	5
6/3/01	57	35	8
4/22/01	60	28	12

d. Social Security

	Approve	Disapprove	No opinion
3/7/04	38	55	7
10/29/03	40	46	14
9/13/03	43	46	11
4/30/03	49	38	13
12/15/02	49	38	13
9/26/02	42	43	15
7/15/02	54	35	11
1/27/02	54	28	18
9/9/01	41	50	9
7/30/01	46	48	6
6/3/01	46	40	14

e. The cost, availability and coverage of health insurance

	Approve	Disapprove	No opinion
3/7/04	32	62	6
2/11/04	32	62	6
1/18/04	37	55	8
12/21/03	34	56	10
10/29/03	28	63	9
10/13/03	30	60	10
9/13/03	32	61	7
4/30/03	34	57	9
1/28/03	40	47	13
1/20/03	36	51	13
12/15/02	33	58	9

f. Taxes

	Approve	Disapprove	No opinion
3/7/04	50	47	3
1/18/04	45	51	4
10/29/03	41	53	6
9/13/03	48	48	4
8/11/03	49	46	5
4/30/03	50	46	4
2/1/03	51	43	7
1/20/03	50	45	5
12/15/02	51	44	5

g. Creating jobs

	Approve	Disapprove	No opinion
3/7/04	43	54	3
2/11/04	38	57	5
9/13/03	39	55	6

h. The US campaign against terrorism

	Approve	Disapprove	No opinion
3/7/04	63	34	3
2/11/04	64	34	2
1/18/04	66	33	2
12/21/03	70	28	2
10/29/03	63	35	2
10/13/03	66	30	4
9/13/03	70	27	3
9/7/03	67	28	5
4/30/03	79	19	2
2/9/03	74	23	4
2/1/03	75	21	3
1/27/03	72	26	2
1/20/03	71	25	4
12/15/02	79	20	1
11/4/02 LV	76	22	1
11/3/02 LV	77	22	3
11/2/02 LV	78	21	2
10/27/02 All	74	23	4
10/27/02 LV	78	20	2
9/26/02	70	28	2
9/8/02	74	24	2
7/28/02	81	17	2
7/15/02	83	15	2
5/19/02*	79	19	3
4/21/02*	81	18	2
3/10/02*	88	10	2
1/27/02	88	10	2
12/19/01*	89	9	2
10/15/01*	92	5	3

*Asked very/somewhat follow-up

i. The federal budget deficit

	Approve	Disapprove	No opinion
3/7/04	30	65	5
1/18/04	35	58	7
12/21/03	37	52	10
10/29/03	32	61	7

Compare to: The federal budget

9/13/03	38	57	4
8/11/03	41	50	9
4/30/03	43	50	6
2/9/03	45	45	10
2/1/03	47	46	8
1/20/03	43	47	10
7/15/02	50	42	8
1/27/02	59	30	12
9/9/01	46	48	6
7/30/01	53	42	5

j. No trend.

k. Prescription drug benefits for the elderly

	Approve	Disapprove	No opinion
3/7/04	41	49	9
1/18/04	39	49	12
12/21/03	36	46	18
10/29/03	36	46	18
10/13/03	34	43	22
9/13/03	35	54	11
4/30/03	44	40	17
2/1/03	46	35	19

1. No trend.

3. How closely are you following the 2004 presidential race: very closely, somewhat closely, not too closely, or not closely at all?

	Very closely	Somewhat closely	Not too closely	Not closely at all	No opin.
3/7/04	33	42	18	7	*
2/11/04	30	45	15	10	*
1/18/04	22	44	22	13	*
10/29/03	15	39	30	15	0
9/13/03	16	40	27	17	*

4. (ASKED OF HALF SAMPLE) If the 2004 presidential election were being held today, would you vote for (George W. Bush, the Republican), or for (John Kerry, the Democrat)?

Net Leaned Vote:

	Bush	Kerry	Nader (vol.)	Oth. (vol.)	Neither (vol.)	Would not vote	No op.
3/7/04 All	42	53	*	*	2	2	1
RV	44	53	*	*	1	1	1
2/11/04 All	43	51	NA	1	3	1	1
RV	43	52	NA	1	2	1	1
10/29/03 All	50	44	NA	*	2	1	3
RV	52	43	NA	0	2	1	2
9/13/03	54	39	NA	*	3	2	2
4/30/03	60	34	NA	*	2	1	2

5. (ASKED OF HALF SAMPLE) If the 2004 presidential election were being held today, would you vote for (George W. Bush, the Republican), (John Kerry, the Democrat), or Ralph Nader, the independent?

Net Leaned Vote:

	Bush	Kerry	Nader	Other (vol.)	Neither (vol.)	Would not vote	No op.
3/7/04 All	42	47	5	*	1	3	2
RV	44	48	3	*	1	2	2

Net Leaned Vote Full Sample:

	Bush	Kerry	Nader	Other (vol.)	Neither (vol.)	Would not vote	No op.
3/7/04 All	42	50	3	*	2	2	1
RV	44	51	2	*	1	1	1

6a. (ASKED OF UNLEANED BUSH SUPPORTERS) Do you support Bush strongly or not strongly?

	Strongly	Not strongly	No opinion
3/7/04	86	14	*
2/11/04	85	14	1

6b. (ASKED OF UNLEANED KERRY SUPPORTERS) Do you support Kerry strongly or not strongly?

	Strongly	Not strongly	No opinion
3/7/04	66	32	2
2/11/04	62	34	4

7a. (ASKED OF LEANED BUSH SUPPORTERS) Is your vote more for Bush or more against Kerry?

	For Bush	Against Kerry	No opinion
3/7/04	86	13	2

7b. (ASKED OF LEANED KERRY SUPPORTERS) Is your vote more for Kerry or more against Bush?

	For Kerry	Against Bush	No opinion
3/7/04	38	61	1

8. For each item I name, please tell me how important it will be in your vote for president this year. Will it be one of the single most important issues, very important, somewhat important or less important than that?

3/7/04 - Summary Table*

	-----Important-----			-Not as important-			No op.
	NET	1 of most	Very	NET	Somewhat	Less	
a. The economy	79	14	65	21	18	3	*
b. The situation in Iraq	69	13	56	31	25	6	*
c. Education	64	10	54	35	28	7	*
d. Social Security	58	10	47	42	34	8	*
e. The cost, availability and coverage of health insurance	64	14	50	36	29	7	0
f. Taxes	62	10	52	38	32	6	*
g. Creating jobs	81	15	65	19	14	4	1
h. The US campaign against terrorism	78	13	66	21	18	3	*
i. The federal budget deficit	68	9	58	31	25	6	2
j. The issue of same-sex marriage	36	5	30	64	28	35	1
k. Prescription drug benefits for the elderly	63	8	55	36	27	9	*
l. Protecting Americans' constitutional rights and freedoms	81	15	66	19	18	1	*

*Half sample asked items a-f, other half asked g-l.

Trend where available:

a. The economy

	-----Important-----			-Not as important-			No
	NET	1 of most	Very	NET	Somewhat	Less	op.
3/7/04	79	14	65	21	18	3	*
10/29/03	89	16	73	10	10	*	*
9/13/03	85	15	70	15	14	1	*

b. The situation in Iraq

	-----Important-----			-Not as important-			No
	NET	1 of most	Very	NET	Somewhat	Less	op.
3/7/04	69	13	56	31	25	6	*
10/29/03	69	8	61	30	24	6	1
9/13/03	71	14	57	29	22	7	*

c. Education

	-----Important-----			-Not as important-			No
	NET	1 of most	Very	NET	Somewhat	Less	op.
3/7/04	64	10	54	35	28	7	*
10/29/03	73	11	62	26	24	2	1
9/13/03	78	12	66	21	19	2	1

d. Social Security

	-----Important-----			-Not as important-			No
	NET	1 of most	Very	NET	Somewhat	Less	op.
3/7/04	58	10	47	42	34	8	*
10/29/03	66	7	59	33	27	6	*
9/13/03	67	9	58	33	29	4	*

e. The cost, availability and coverage of health insurance

	-----Important-----			-Not as important-			No
	NET	1 of most	Very	NET	Somewhat	Less	op.
3/7/04	64	14	50	36	29	7	0
10/29/03	68	14	54	32	25	6	*
9/13/03	74	11	63	25	23	2	1

f. Taxes

	-----Important-----			-Not as important-			No
	NET	1 of most	Very	NET	Somewhat	Less	op.
3/7/04	62	10	52	38	32	6	*
10/29/03	63	8	55	37	32	5	*
9/13/03	67	7	60	33	29	4	*

g. No trend.

h. The US campaign against terrorism

	-----Important-----			-Not as important-			No
	NET	1 of most	Very	NET	Somewhat	Less	op.
3/7/04	78	13	66	21	18	3	*
10/29/03	68	11	57	31	24	6	1
9/13/03	75	12	63	25	22	3	*

i. The federal budget deficit

	-----Important-----			-Not as important-			No
	NET	1 of most	Very	NET	Somewhat	Less	op.
3/7/04	68	9	58	31	25	6	2
10/29/03	59	10	50	38	30	9	2

Compare to: The federal budget

	-----Important-----			-Not as important-			No
	NET	1 of most	Very	NET	Somewhat	Less	op.
9/13/03	77	12	65	23	19	4	1

j. No trend.

k. Prescription drug benefits for the elderly

	-----Important-----			-Not as important-			No
	NET	1 of most	Very	NET	Somewhat	Less	op.
3/7/04	63	8	55	36	27	9	*
10/29/03	62	7	54	38	28	10	1
9/13/03	63	12	51	36	29	7	1

l. No trend.

9. Overall, who do you trust to do a better job coping with the main problems the nation faces over the next few years, (Bush) or (Kerry)?

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opinion
3/7/04	44	49	1	4	2
1/18/04	45	44	1	6	3

10. Who do you trust to do a better job handling (ITEM), (Bush) or (Kerry)?

3/7/04 - Summary Table*

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
a. The economy	41	53	*	4	2
b. The situation in Iraq	47	48	1	3	2
c. Education	40	52	1	3	4
d. Social Security	38	54	*	5	3
e. The cost, availability and coverage of health insurance	36	56	0	5	2
f. Taxes	43	51	1	4	2
g. Creating jobs	43	51	1	3	2
h. The US campaign against terrorism	57	36	2	2	3
i. The federal budget deficit	38	53	2	5	3
j. The issue of same-sex marriage	44	43	1	6	6
k. Prescription drug benefits for the elderly	41	50	1	4	5
l. Protecting Americans' constitutional rights and freedoms	45	45	3	3	4

*Half sample asked items a-f, other half asked g-l.

Trend where available:

a. The economy

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
3/7/04	41	53	*	4	2
2/11/04	41	49	1	4	5

b. The situation in Iraq

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
3/7/04	47	48	1	3	2
2/11/04	48	41	1	6	5

c. Education

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
3/7/04	40	52	1	3	4
2/11/04	40	49	1	6	5

d. No trend

e. The cost, availability, and coverage of health insurance

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
3/7/04	36	56	0	5	2
2/11/04	34	52	1	7	6

f. No trend.

g. Creating jobs

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
3/7/04	43	51	1	3	2
2/11/04	37	51	1	5	6

h. The U.S. campaign against terrorism

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
3/7/04	57	36	2	2	3
2/11/04	53	37	1	4	5

i-1. No trend.

11. Now of the following list, which one of these will be the single most important issue in your vote for president this year: (The U.S. campaign against terrorism), (the war in Iraq), (the economy and jobs), (education), (Health care), (Medicare and prescription drugs), (Social Security) or something else?

	Terrorism	Iraq	Econ./ jobs	Educ- ation	Health care	Medicare/ drugs	Soc. Sec.	Other	No op.
3/7/04	17	10	36	8	6	7	7	8	1
12/21/03*	14	9	37	12	8	6	7	6	2

*"Which one of the these will be..."

12. If you agreed with a presidential candidate on other issues, but not on the issue of (ITEM), could you still vote for him, or not?

3/7/04 - Summary Table*

	Could still vote	Could not still vote	No opinion
a. Abortion	60	38	2
b. Same-sex marriage	61	37	3
c. Gun control	75	23	3
d. The death penalty	80	16	5

13. On another subject, do you think the United States is winning or losing the war on terrorism?

	Winning	Losing	Neither/It's a draw (vol.)	No opinion
3/7/04	56	27	14	3
10/6/02	47	24	21	9

14. On another subject, would you describe the state of the nation's economy these days as excellent, good, not so good or poor?

	----Excellent/Good----			-----Not so good/Poor-----			No op.
	NET	Excellent	Good	NET	Not so good	Poor	
3/7/04	39	2	37	60	38	22	1
1/18/04	42	3	39	58	42	16	0
12/21/03	42	4	39	57	41	16	1
10/29/03	33	1	32	67	45	23	*
9/13/03	30	2	27	70	45	25	*
8/11/03	32	2	30	68	43	25	*
4/30/03	35	1	34	64	46	19	*
2/9/03	28	1	27	72	49	23	*
1/20/03	25	1	25	74	48	26	1
12/15/02	35	1	33	65	44	21	1
11/4/02 LV	28	1	27	72	55	17	1
11/3/02 LV	27	1	26	72	56	17	1
11/2/02 LV	29	1	28	71	54	17	*
9/26/02	31	2	28	69	50	19	*
7/15/02	39	3	36	61	44	17	1
2/21/02	30	1	29	69	51	18	*
1/27/02	31	1	29	69	50	19	*
9/20/01	38	3	35	60	47	14	2
9/9/01	33	1	32	66	47	19	*
7/30/01	50	3	46	50	39	12	*
4/22/01	50	3	47	50	40	9	*
1/15/01	70	10	59	29	24	6	1
10/27/00 LV	86	24	61	14	11	3	*
10/26/00 LV	86	24	61	14	11	3	*
6/11/00	74	17	57	26	19	6	*
2/27/00	80	25	55	20	14	5	*
10/31/99	74	18	56	26	18	7	1
9/2/99	76	19	57	23	16	6	1
3/14/99	80	22	58	19	15	4	1
11/1/98	73	12	61	26	21	5	1
11/1/98 LV	78	13	65	22	19	3	*
10/13/97	61	12	49	39	27	11	*

15. Do you think the nation's economy is getting better, getting worse or staying the same?

	Better	Worse	Same	No opin.
3/7/04	34	29	36	1
10/29/03	32	31	37	1

9/13/03	28	31	40	*
8/11/03	32	29	38	1
1/20/03	18	38	43	1
7/28/02	17	44	39	1
7/15/02	20	36	43	2
7/7/02	22	37	41	0
6/9/02	27	29	43	1
5/12/02	35	27	38	0
4/14/02	34	26	40	0
3/17/02	47	20	32	1
2/17/02	29	27	42	2
1/20/02	25	36	39	1
12/9/01	24	37	38	1
11/11/01	16	48	36	1
10/14/01	15	46	39	0
9/16/01	9	44	46	1
8/12/01	16	46	38	0

Call for full trend

16. Would you say most Americans are better off financially than they were in 2001 when Bush became president, not as well off, or in about the same shape as then financially?

	Better off	Not as well off	The same	No opinion
3/7/04	17	43	38	1
2/11/04	14	47	38	1
1/18/04	13	42	43	2
12/21/03	17	40	41	2
10/29/03	9	49	41	1
9/13/03	9	52	38	1
4/30/03	10	48	42	1
George H. W. Bush				
8/9/92	6	61	31	1
10/21/91	7	48	41	4
3/4/91	7	35	56	2
1/16/89	33	26	38	3

17. On another subject, all in all, considering the costs to the United States versus the benefits to the United States, do you think the war with Iraq was worth fighting, or not?

	Worth fighting	Not worth fighting	No opinion
3/7/04	52	44	3
2/11/04	48	50	2
1/18/04	56	41	3
12/21/03	59	39	2
12/14/03	53	42	5
11/16/03	52	44	4
10/29/03	54	44	2
10/13/03	54	44	2
9/13/03	61	37	2
9/7/03	54	42	4
8/24/03	57	37	5
8/11/03	61	35	4
7/10/03	57	40	3
6/22/03	64	33	3
4/30/03	70	27	4

Gulf War:

2/2/92*	66	32	2
7/28/91	67	30	3
6/2/91	70	26	3
3/4/91	86	13	1

*2/2/92 and previous: "the Persian Gulf war"; 3/4/91: "this war"

18. Do you think the Bush Administration does or does not have a clear plan for handling the situation in Iraq?

	Does	Does not	No opinion
3/7/04	43	53	3
12/21/03	48	47	5
10/13/03	42	53	5
9/13/03	42	55	2
8/26/03*	44	54	2

*Gallup.

19. Do you think the war with Iraq has or has not contributed to the long-term security of the United States? IF YES: Has it contributed to the long-term security of the United States a great deal or somewhat?

	-----Contributed-----			Has	No
	NET	Great deal	Somewhat	not	opin.
3/7/04	57	29	29	40	3
2/11/04	58	32	26	38	4
1/18/04	59	34	25	38	3
12/21/03	62	34	29	34	4
7/10/03*	62	33	29	35	3

*"did or did not"

20. Before the war began, do you think the Bush administration did or did not intentionally exaggerate its evidence that Iraq had weapons of mass destruction?

	Did	Did not	No opinion
3/7/04	55	43	2
2/11/04	54	42	5
7/10/03*	50	46	4

*"such as biological or chemical weapons"

25. Do you think Bush's views on most issues are too (liberal) for you, too (conservative) for you, or just about right?

	Too liberal	Too conservative	About right	No opin.
3/7/04	14	33	49	4
12/21/03	14	29	52	5
6/3/01	15	32	50	4
4/22/01	10	31	55	3
9/6/00 RV	12	31	51	6
7/23/00 RV	12	29	52	7
7/23/00	12	28	52	8
3/11/00	12	28	52	8
2/27/00	10	33	51	5
2/24/00	12	33	43	12
2/6/00	12	30	49	8
9/2/99	10	20	58	13
3/14/99	7	20	53	20

26. Do you think Kerry's views on most issues are too (liberal) for you, too (conservative) for you, or just about right?

	Too liberal	Too conservative	About right	No opin.
3/7/04	33	6	52	8

26a. Do you think George W. Bush is (pretty much the same as other top Republicans) or is he (a different kind of Republican)?

	Same	Different	No opin.
3/7/04	54	43	4
12/15/02	50	46	4
8/6/00	56	35	10

21. Which of these two statements comes closest to your own views: A) After four years of George W. Bush, we need to elect a president who can set the nation in a new direction. B) We need to keep the country moving in the direction Bush has been taking us.

	New direction	Same direction	Somewhere in between (vol.)	Neither (vol.)	No opin.
3/7/04	57	41	1	1	1

Clinton:

	New direction	Same direction	Somewhere in between (vol.)	Neither (vol.)	No opin.
8/6/00	48	44	2	4	2
7/23/00	46	49	2	1	2
2/27/00	48	49	1	*	1
1/26/00	44	53	1	2	1
10/31/99	47	48	3	1	1
9/2/99	47	49	2	1	2
3/14/98	39	56	3	1	1

George H. W. Bush:

8/9/92	74	23	*	*	2
6/7/92	75	21	1	1	1
3/11/92	66	30	1	2	1
12/15/91	63	31	2	2	2
10/21/91	51	44	2	1	1

Reagan:

9/19/88 RV	51	46	1	1	1
8/14/88	58	38	2	1	1
5/25/88	57	39	2	1	2
9/23/87	55	41	2	1	1
4/13/87	56	41	1	1	1

22. Please tell me whether the following statement applies to Bush or not.

3/7/04 - Summary Table

	Yes	No	No opin.
a. He is honest and trustworthy	54	45	1
b. He understands the problems of people like you	41	57	2
c. He is a strong leader	63	36	1

d. He is tolerant of different points of view	47	51	2
e. He stands up to special interest groups	51	44	5

Trend where available:

a. He is honest and trustworthy

	Yes	No	No opin.
3/7/04	54	45	1
2/11/04	52	45	2
10/29/03	59	40	2
9/13/03	60	39	2
12/15/02	70	26	4
7/15/02	71	26	3
7/30/01	63	34	3
4/22/01	62	32	6
11/5/00 LV	60	33	7
11/4/00 LV	61	33	7
10/24/00 LV	65	30	5
10/15/00 LV	57	34	9
10/15/00 RV	53	35	12
9/6/00 RV	62	30	7
7/23/00 RV	61	30	8
7/23/00	59	31	10
12/15/99	63	28	9
10/31/99	68	22	10
9/2/99	63	23	14
3/14/99	67	12	22

b. He understands the problems of people like you

	Yes	No	No opin.
3/7/04	41	57	2
2/11/04	41	57	2
1/18/04	43	56	1
12/21/03	45	53	2
10/29/03	40	58	2
9/13/03	48	51	1
4/30/03	51	48	1
12/15/02	51	47	2
7/15/02	57	41	2
1/27/02	61	37	2
7/30/01	45	54	2
4/22/01	47	51	2
11/4/00 LV	49	46	5
10/24/00 LV	50	46	3
10/15/00 RV	46	46	7
10/9/00 RV	50	44	6
9/6/00 RV	47	49	4
8/20/00 RV	50	46	5
7/23/00 RV	44	51	5
7/23/00	44	51	5
6/11/00	48	47	5
4/2/00	48	46	6
3/11/00	47	47	6
2/27/00	43	51	6
2/6/00	43	52	5
1/16/00	46	49	6
12/15/99	47	46	7
10/31/99	54	39	7
9/2/99	50	39	11
3/14/99	52	27	21

c. He is a strong leader

	Yes	No	No opin.
3/7/04	63	36	1
2/11/04	61	38	1
12/21/03	67	32	2
10/29/03	62	37	1
9/13/03	66	34	*
4/30/03	74	25	*
12/15/02	75	23	2
7/15/02	75	24	1
7/30/01	55	43	2
4/22/01	53	42	5
10/9/00 RV	62	33	5
9/6/00 RV	65	28	7
8/20/00 RV	65	29	5
8/10/00 RV	67	29	5
7/23/00 RV	61	33	6
7/23/00	62	32	5
6/11/00	65	30	6
4/2/00	68	27	5
3/11/00	63	31	6
2/27/00	62	32	6
2/6/00	65	30	7
1/16/00	65	28	7
12/15/99	67	26	7
10/31/99	77	18	5
9/2/99	70	18	12
3/14/99	68	13	20

d,e. No trend.

23. Please tell me whether the following statement applies to Kerry or not.

3/7/04 - Summary Table

	Yes	No	No opin.
a. He is honest and trustworthy	59	30	11
b. He understands the problems of people like you	58	34	8
c. He is a strong leader	61	29	10
d. He is tolerant of different points of view	73	17	9
e. He stands up to special interest groups	54	30	16

24. How do you personally feel about the Bush administration's policies - (enthusiastic, satisfied but not enthusiastic, dissatisfied but not angry, or angry)?

	-----Positive-----			-----Negative-----			No op.
	NET	Enthus.	Satis.	NET	Dissat.	Angry	
3/7/04	49	14	35	51	28	22	*
1/18/04	54	12	42	45	31	15	1
12/21/03	57	16	41	42	29	12	1

27. Do you think Bush cares more about protecting the interests of (ordinary working people) or cares more about protecting the interests of (large business corporations)?

	Ordinary people	Large corporations	Both (vol.)	Neither (vol.)	No opin.
3/7/04	26	67	4	2	2
12/21/03	29	58	7	3	3
7/15/02	37	50	8	1	4
4/22/01	28	60	5	1	5
3/25/01	31	61	3	1	4

28. Do you think Kerry cares more about protecting the interests of (ordinary working people) or cares more about protecting the interests of (large business corporations)?

	Ordinary people	Large corporations	Both (vol.)	Neither (vol.)	No opin.
3/7/04	60	23	2	6	10

29. Overall do you think Bush has done more to (unite the country), or has done more to (divide the country)?

	Unite	Divide	No opin.
3/7/04	48	49	3
12/21/03	58	36	6

30. Regardless of how you might vote, please tell me if you have a favorable or unfavorable impression of (CANDIDATE) or perhaps you don't know enough to say.

3/7/04 Summary Table

	Favorable	Unfavorable	No opinion
a. John Kerry	54	26	20
b. George W. Bush	47	46	7
c. Ralph Nader	23	43	34
d. Dick Cheney	35	43	23

Trend where available:

a. John Kerry	Favorable	Unfavorable	No opinion
3/7/04	54	26	20

b. George W. Bush	Favorable	Unfavorable	No opinion
3/7/04	47	46	7
9/6/00 RV	58	31	11
6/11/00	50	28	22
4/2/00	50	31	19
2/27/00	49	39	11
10/31/99	69	24	8
9/2/99	61	23	16
6/6/99	54	15	30
3/14/99	54	14	32
2/14/99	51	13	36
1/19/98	34	13	53

c. Ralph Nader	Favorable	Unfavorable	No opinion
3/7/04	23	43	34
9/6/00 RV	31	29	39
7/23/00	29	27	44

d. Dick Cheney

	Favorable	Unfavorable	No opinion
3/7/04	35	43	23
9/6/00 RV	42	20	38
7/29/00	29	10	60

31. Do you approve or disapprove of the decision by Ralph Nader to run for president?

	Approve	Disapprove	No opinion
3/7/04	39	52	10

33. Do you think Bush should keep Dick Cheney as his vice presidential running mate, or pick someone else?

	Keep Cheney	Pick someone else	No opinion
3/7/04	56	36	8

34. (Among leaned Democrats) Suppose that John Kerry wins the Democratic nomination for president. Overall, how satisfied would you be with Kerry as the nominee: Very satisfied, fairly satisfied, not too satisfied or not satisfied at all?

	-----Satisfied-----			-----Not satisfied-----			
	NET	Very	Fairly	NET	Not too	Not at all	No op.
3/7/04	88	49	39	11	9	3	1

35-39. Held for release

END