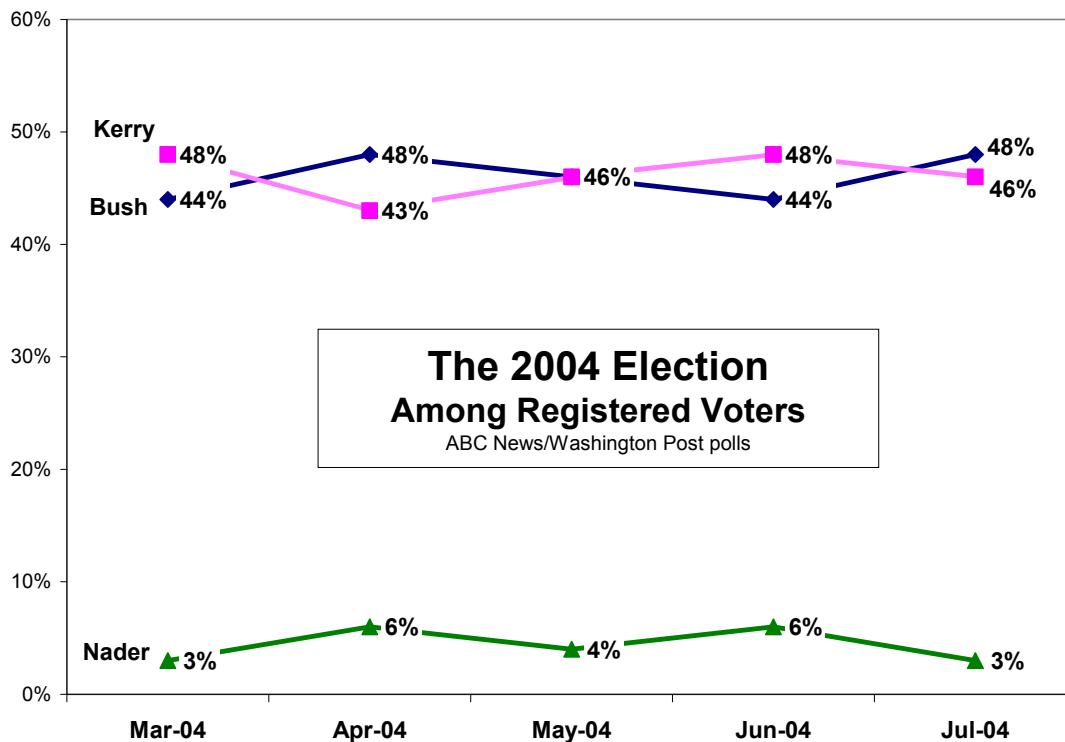


## **Kerry Weakens on Issues and Attributes, Raising the Stakes for Convention Week**

The critical convention season begins with John Kerry losing momentum at just the hour he'd like to be gaining it: George W. Bush has clawed back on issues and attributes alike, reclaiming significant ground that Kerry had taken a month ago.

Kerry has lost support against Bush in trust to handle five of six issues tested in this ABC News/Washington Post poll, including terrorism, Iraq, taxes and even health care. And Kerry's ratings on personal attributes – honesty, strong leadership, consistency, empathy and others – have softened as well.

The bottom line has shifted only very subtly. Head-to-head, Kerry has slipped from a slight lead in late June to a dead heat today, with 49 percent support for Bush and 48 percent for Kerry among registered voters. Including Ralph Nader, it's 48-46-3 percent.

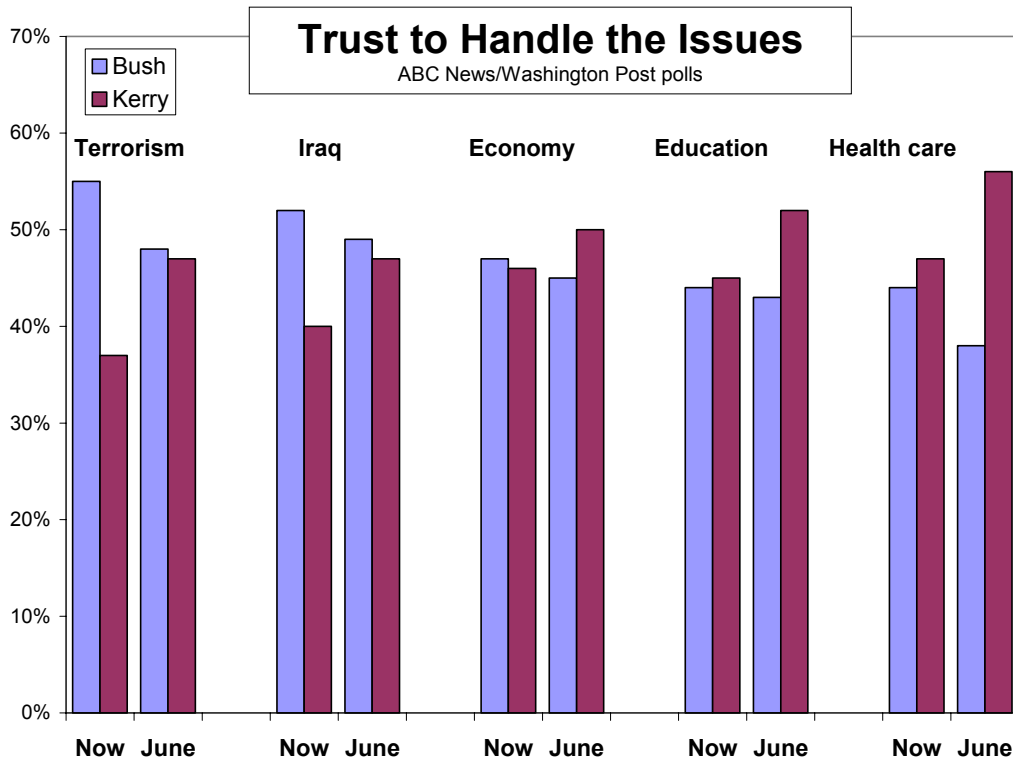


But perceptions on policy and personality are more important than horse-race standings at this stage, and there Kerry has work to do. He has a crucial chance to regain momentum as he accepts the Democratic nomination this week: Fewer than half of registered voters,

46 percent, say they have a good idea where he stands on the issues, a huge 28 points behind Bush. That represents opportunity, if Kerry can deliver a message that resonates.

And the public is listening. Not only is attention high, but 78 percent of registered voters call this an “especially important election,” far more than said that in 2000 or 1996. Indeed two-thirds say it’s one of the single most important elections in their lifetimes.

Kerry’s job is by no means easy. While some candidates have begun their “convention bounce” during the build-up to the event, even before their convention began, that has eluded Kerry. The past month’s trend has not been to his advantage. And Bush’s overall job approval rating appears to have stabilized, albeit at a tepid 50 percent.



Trust more to handle:	Now		Month ago		Kerry change
	Bush	Kerry	Bush	Kerry	
Terrorism	55%	37	48	47	-10
Taxes	49	43	41	53	-10
Health care	44	47	38	56	-9
Iraq	52	40	49	47	-7
Education	44	45	43	52	-7
Economy	47	46	45	50	-4

**FACTORS** – An improving economy and the handover of authority in Iraq are among the likely factors influencing these assessments. So, too, is the attention focused on terrorism

by the release of the 9/11 commission report last week. The nation’s response to 9/11 has been Bush’s finest hour in public approval; focus on it accrues to his advantage.

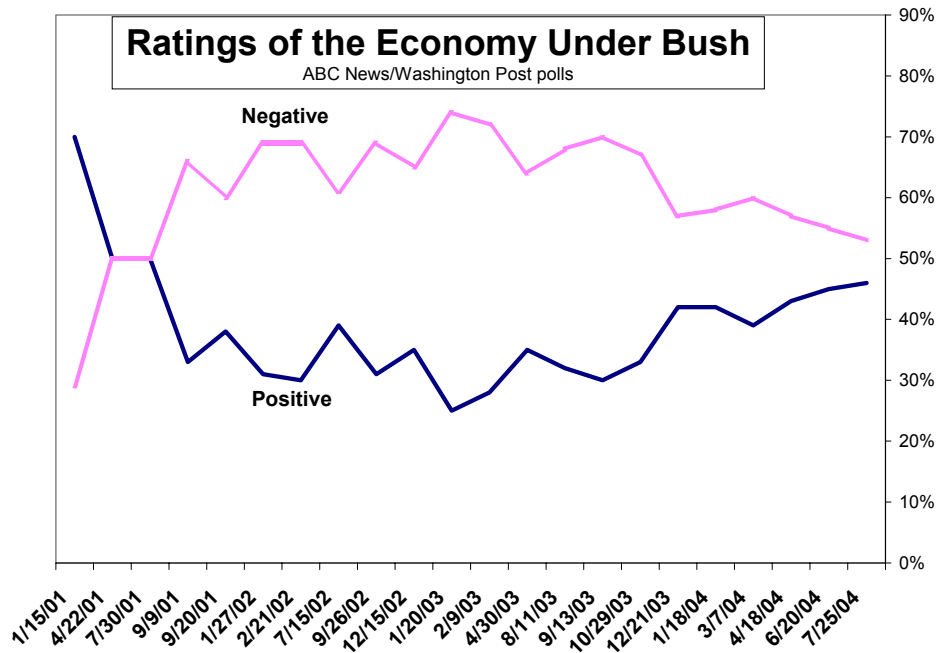
Probably the single most important advance for Bush on the issues in this poll is his rating for handling terrorism. Fifty-seven percent of Americans now approve, up from 50 percent last month. And registered voters trust Bush over Kerry to handle terrorism by 55-37 percent, compared with an even split, 48-47 percent, a month ago.

Among specific groups that are key to Kerry’s chances, since June he has lost 13 points among women in trust to handle terrorism, 11 points among moderates and eight points among independents.

	Trust to handle terrorism				Kerry change
	Now		June		
	Bush	Kerry	Bush	Kerry	
Women	46	43	40	56	-13
Moderates	50%	43	42%	54	-11
Independents	50	40	48	48	-8

The public continues to divide evenly on whether the war in Iraq was worth fighting. But fewer than half, 42 percent, say the Bush administration “intentionally misled” the public in making its case for the war. And beyond Iraq, more say the United States is winning the war on terrorism rather than losing it, 51-34 percent.

ECONOMY – On the economy, public perceptions, while hardly enthusiastic, are their best (46 percent positive, 53 percent negative) in ABC/Post polls since July 2001. And Bush's approval rating for handling the economy, while not good, is better – up eight points since March, to 47 percent. Economic sentiment was vastly more sour at this time in 1992, when Bush’s father was on his way to losing a second term.



This President Bush does remain vulnerable on his economic performance; 41 percent of Americans say most people have gotten worse off financially since he took office, while just 15 percent say most people are better off. That “worse off” number, though, is down from a high of 52 percent last fall – and it was worse still, 61 percent, in summer 1992.

	Now	Sept. '03	Aug. '92
Most Americans “worse off”	41%	52	61

TOP ISSUES – Just more than a quarter of registered voters say the economy is the single most important issue in their vote for president; a fifth say Iraq and a fifth say terrorism. What’s key is how their votes divide. Among those who say Iraq is most important, Kerry has maintained a wide lead. Among those who say it’s terrorism, Bush’s lead is even wider. In both cases these are unchanged since June.

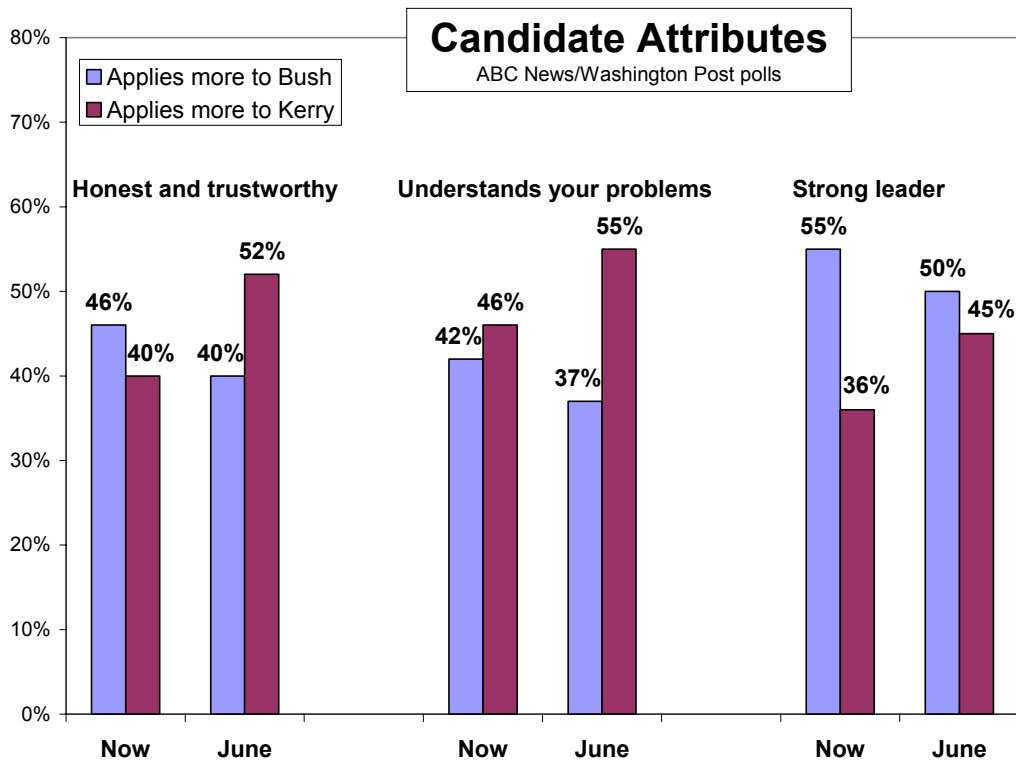
It’s among economy voters where change has occurred. In June they favored Kerry by a 17-point margin, 54-37 percent. Today that’s dissolved to a dead heat.

Most important issue:	Vote Preference Among Issue Groups			
	Now		June	
	Bush	Kerry	Bush	Kerry
Economy (27%)	46%	47	37%	54
Iraq (21%)	30	63	33	60
Terrorism (20%)	79	17	76	20

There’s also the optimism factor. Just 47 percent of registered voters are satisfied with the way things are going in this country, but many more – 67 percent – are optimistic about the year ahead. And more see Bush as an optimist (72 percent) than Kerry (55 percent). That makes it a tricky path for Kerry – delineating the nation’s problems, economic and otherwise, without sounding more negative than the public itself.

ATTRIBUTES – Attributes are as important as issues, and here Kerry has work to do as well. His advantage over Bush as the candidate who better “understands your problems” has shrunk to a virtually insignificant four points; it was 18 points last month. Last month it was Kerry +12 as more honest; now it’s Bush +6. And it was Bush +5 on leadership; it’s Bush +19 now. The Bush campaign seems to have been effective at drawing Kerry in a more negative personal light. The convention is his chance to build it back.

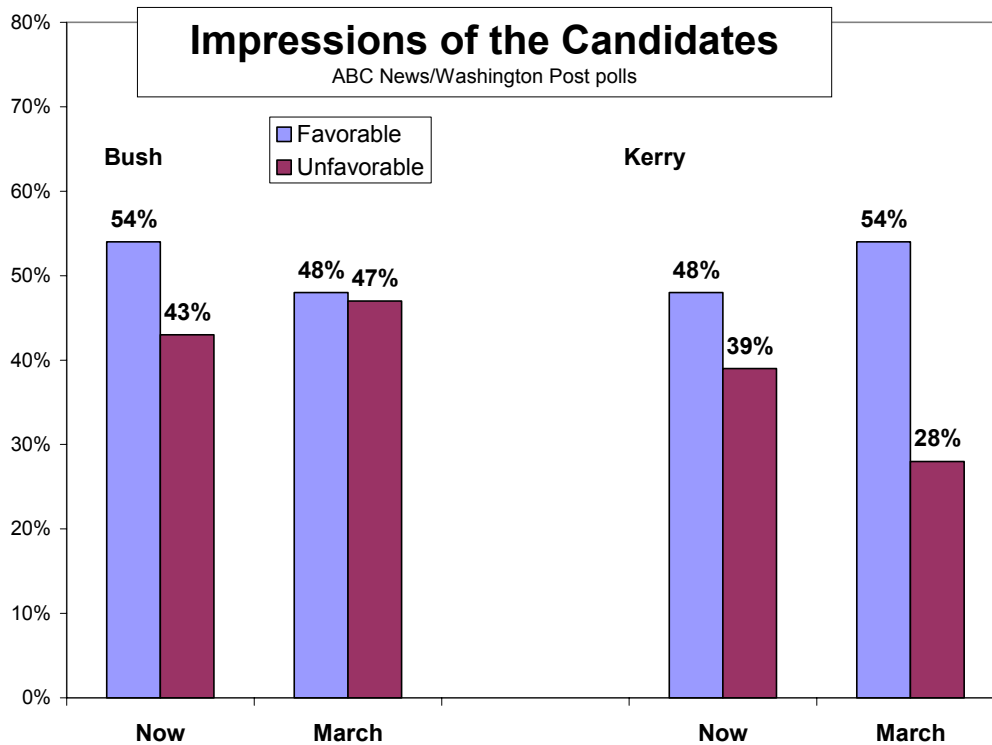
Best describes:	Now		Month ago		Kerry change
	Bush	Kerry	Bush	Kerry	
Honest	46%	40	40%	52	-12
Consistent	64	24	60	34	-10
Understands	42	46	37	55	-9
Strong leader	55	36	50	45	-9
Shares your values	49	43	46	48	-5
Will make the country safer	54	38	53	42	-4



FAVORABLES – Also critical has been the Bush campaign’s success driving up Kerry’s overall “unfavorable” rating, by criticizing his policies and personality alike. Favorability is a basic measure of popularity. Since March, at the height of his primary victories, favorable views of Kerry have declined by six points – and unfavorable views are up by 11 points. Bush’s favorability rating, meanwhile, has gained six points, while his “unfavorable” score – which still slightly exceeds Kerry’s – is little changed (+4).

	Now	March 4	Change
Views of Kerry:			
Favorable	48%	54	-6
Unfavorable	39	28	+11
Views of Bush:			
Favorable	54	48	+6
Unfavorable	43	47	-4

Among others, Dick Cheney has a weak favorable-to-unfavorable rating of 43-41 percent, compared to John Edwards’ 50-24 percent; luckily for Cheney very few voters base their vote on the vice-presidential nominee. Laura Bush tops the list in this poll with 66-12 percent favorability. Teresa Heinz Kerry is at a somewhat troublesome 27-26 percent, with nearly half the public yet to form an opinion of her. Ralph Nader has the worst ratio, 25-44 percent.



**APPROVALS** – Even with his gains, Bush is not at all strongly rated. His overall job approval rating, as noted, is just 50 percent; only one postwar incumbent with a rating that low or lower has won re-election (Harry Truman in 1948). Forty-seven percent disapprove of Bush’s work; it was 51 percent (a career high) last month.

Those who “strongly” disapprove inched down by five points in this poll, moving strong approvers and strong disapprovers back near parity.

Bush gets majority approval for handling just one of six specific issues tested in this poll, the war on terrorism; more than half (53 percent) disapprove on both Iraq and health care.

But more approve than disapprove of Bush’s work on another strong second-tier issue, education, 49-41 percent. And Bush and Kerry are even in trust to handle education. Battling the Democrats to parity on this particular (and once solidly Democratic) issue was central to Bush’s success in 2000, and he is holding that ground now.



**STRENGTH** – Probably best for Kerry is a seven-point advance in the strength of his support – 72 percent of his supporters back him “strongly.” Bush’s support, though, is 88 percent strong.

Eighty percent of Kerry’s supporters also say they’ll “definitely” vote for him, as do the same number of Bush’s. Support for both is much more locked-in than at this time in 2000, when Bush’s support was 65 percent strong, Al Gore’s, 56 percent. That could make it harder than usual for Kerry to score a sizable convention bounce this week.

Still, five percent of Kerry’s supporters, and seven percent of Bush’s, say there’s a good chance they’ll change their minds – more than enough to shift the race dramatically, if they were to move in the same direction.

Beyond strength and solidity, enthusiasm is a third measure of the intensity of a candidate’s support, potentially a critical factor in voter turnout. Ninety percent of Kerry’s supporters, and 90 percent of Bush’s, are enthusiastic. But Bush’s are perhaps a bit moreso: Forty-nine percent are “very” enthusiastic, compared to Kerry’s 41 percent.

**GROUPS** – There’s a significant gender gap in this race: Kerry has an 11-point lead over Bush among women, while Bush is +15 among men. Bush’s support has gained a bit among men in the past month, while women’s preferences remained about the same.

Kerry's supported by 87 percent of Democrats, Bush by 91 percent of Republicans – each typically strong in his base. And among independents, the quintessential swing voters, it's a dead heat – 44 percent for Kerry, 43 percent Bush.

White Catholics are another true swing voter group, and here there's been some movement to Bush – from 44 percent support last month to 52 percent now. Kerry, for his part, is doing a bit better among senior citizens, now with a high 59 percent support.

Among registered voters, 34 percent in this poll identify themselves as Democrats, 33 percent as Republicans and 29 percent as independents. Horse-race results are essentially the same among registered voters and among “likely” voters, those who seem most likely to turn out in the November election.

METHODOLOGY – This ABC News/Washington Post poll was conducted by telephone July 22-25, 2004, among a random national sample of 1,202 adults, including 974 registered voters. The results have a three-point error margin. Sampling, data collection and tabulation by TNS of Horsham, Pa.

Analysis by Gary Langer.

ABC News polls can be found at ABCNEWS.com at <http://abcnews.com/pollvault.html>. Media contact: Cathie Levine, (212) 456-4934, or Lisa Finkel, (212) 456-6190.

Full results follow (\*= less than 0.5 percent).

1. 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.
7/25/04	34	39	15	12	*
6/20/04	33	45	15	7	*
5/23/04	33	41	17	9	*
4/18/04	30	45	16	9	0
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	*

2. I'd like you to rate the chances that you will vote in the presidential election in November: Are you absolutely certain to vote, will you probably vote, are the chances 50-50, or less than that?

	Certain to vote	Probably vote	Chances 50/50	Less than 50/50	Don't think will vote (vol.)	No opin.
7/25/04 RV	85	7	5	2	*	x
10/29/03	70	12	11	6	1	0

3. (and 3a) If the 2004 presidential election were being held today, would you vote for (George W. Bush and Dick Cheney, the Republicans), (John Kerry and



John Edwards, the Democrats), or Ralph Nader and Peter Camejo, the independents? Which candidates are you leaning toward?

Net Leaned Vote, Registered Voters:

	Bush	Kerry	Nader	Other (vol.)	Neither (vol.)	Would not vote	No op.
7/25/04	48	46	3	*	1	*	1
6/20/04	44	48	6	*	1	*	1
5/23/04	46	46	4	*	1	1	1
4/18/04	48	43	6	*	2	1	*
3/7/04	44	48	3	*	1	2	2

4. (IF NAMED CANDIDATE) Will you definitely vote for (CANDIDATE), or is there a chance you could change your mind and vote for someone else? (IF CHANCE CHANGE MIND) Is there a good chance you'll change your mind, or would you say it's pretty unlikely?

		Definitely vote	NET	---Chance change mind--- Good	Unlikely	No opin.
Registered voters:						
7/25/04	All	78	20	7	13	2
	Bush	80	19	7	12	1
	Kerry	80	18	5	13	2
6/20/04	All	73	26	12	14	*
	Bush	80	20	8	12	*
	Kerry	74	26	12	13	1
General Population:						
6/20/04	All	71	28	13	15	1
	Bush	78	21	9	13	*
	Kerry	72	27	13	14	1

5. (and 5a) (ASKED OF NADER VOTERS AND DON'T KNOWS) If Nader does not run or is not on the ballot, for whom would you vote - (Bush) or (Kerry)? Which one are you leaning toward?

Net Leaned Vote, Registered Voters:

	Bush	Kerry	Write in Nader (vol.)	Other (vol.)	Neither (vol.)	Would not vote	No op.
7/25/04	49	48	0	*	2	1	1
6/20/04	45	53	0	*	1	1	*
5/23/04	47	49	*	*	1	1	1
4/18/04	49	48	*	*	2	1	*

6. (and 7) (ASKED OF UNLEANED BUSH/KERRY SUPPORTERS) Do you support Bush/Kerry strongly or not strongly?

	-----Bush-----			-----Kerry-----		
	Strongly	Not strongly	No op.	Strongly	Not strongly	No op.
7/25/04 RV	88	11	1	72	26	2
4/18/04	84	15	1	65	34	1
3/7/04	86	14	*	66	32	2
2/11/04	85	14	1	62	34	4

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

For Bush      Against Kerry      No opinion

7/25/04 RV	81	17	2
6/20/04 RV	82	17	1
6/20/04 All	83	16	1
5/23/04	77	21	1
3/7/04	86	13	2

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

	For Kerry	Against Bush	No opinion
7/25/04 RV	41	56	3
6/20/04 RV	43	55	1
6/20/04 All	44	55	1
5/23/04	38	61	1
3/7/04	38	61	1

10. 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
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	opin.
7/25/04	50	32	19	47	13	34	3
6/20/04	47	30	17	51	13	39	1
5/23/04	47	31	17	50	14	36	3
4/18/04	51	33	18	47	13	34	1
3/7/04	50	32	18	48	12	36	2
2/11/04	50	30	21	47	14	34	2
1/18/04	58	35	24	40	9	30	2
12/21/03	59	39	21	38	15	23	3
12/14/03	57	37	20	39	10	29	5
12/7/03	53	32	21	40	13	27	7
11/16/03	57	34	23	39	11	28	4
10/29/03	56	30	26	42	13	29	2
10/13/03	53	33	20	43	13	29	4
9/30/03	54	34	20	44	15	29	2
9/13/03	58	35	23	40	14	27	2
9/7/03	56	34	22	41	13	28	4
8/11/03	59	37	22	37	14	23	4
7/10/03	59	35	24	38	13	25	3
6/22/03	68	45	23	29	11	18	4
4/30/03	71	50	22	26	17	9	3
4/16/03	74	52	22	23	9	14	3
4/9/03	77	58	19	20	6	14	4
4/3/03	71	54	16	25	7	19	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	13	22	4
2/23/03	60	NA	NA	34	NA	NA	6
2/9/03	64	42	21	34	14	20	3
2/1/03	62	41	21	34	13	22	4
1/28/03	62	43	19	36	13	23	2
1/27/03	59	39	21	37	15	22	4
1/20/03	59	36	23	38	16	22	2
12/15/02	66	37	28	32	12	20	2
11/4/02 LV	67	45	23	31	12	20	1
11/3/02 LV	67	45	22	32	12	20	1
11/2/02 LV	67	47	20	32	9	23	1
10/27/02 All	67	39	28	29	13	16	4
10/27/02 LV	68	47	21	30	14	16	3
9/26/02	67	42	25	30	12	18	3
9/8/02	71	42	28	27	12	15	3

7/28/02	69	39	31	28	14	14	3
7/15/02	72	42	31	25	12	13	2
6/17/02	74	42	32	22	9	13	4
6/9/02	77	41	36	20	9	11	3
5/19/02	76	48	28	22	8	13	3
4/21/02	78	47	31	20	9	10	2
3/28/02	79	49	30	18	8	10	3
3/10/02	82	52	30	16	9	7	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	4	5	1
11/6/01	89	65	24	9	5	4	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	5	6	2
9/9/01	55	26	29	41	20	22	3
8/12/01	61	28	33	31	14	17	8
7/30/01	59	28	30	38	17	22	3
6/3/01	55	27	28	40	18	22	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

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

7/25/04 - Summary Table

	Approve	Disapprove	No op.
a. The economy	47	50	3
b. The situation in Iraq	45	53	2
c. Education	49	41	9
d. The US campaign against terrorism	57	40	4
e. Health care	38	53	9
f. Taxes	49	46	5

Trend:

a. The economy

	Approve	Disapprove	No opinion
7/25/04	47	50	3
6/20/04	46	53	1
5/23/04	44	54	2
4/18/04	44	54	2
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
7/25/04	45	53	2
6/20/04	44	55	2
5/23/04	40	58	2
4/18/04	45	54	1
3/7/04	46	53	1
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
7/25/04	49	41	9
6/20/04	51	45	5
4/18/04	51	43	6
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. The US campaign against terrorism

	Approve	Disapprove	No opinion
7/25/04	57	40	4
6/20/04	50	48	2
5/23/04	58	39	4
4/18/04	63	35	2
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

e. Health care

	Approve	Disapprove	No opinion
7/25/04	38	53	9
6/20/04	39	57	4

Compare to: The cost, availability and coverage of health insurance

4/18/04	33	61	5
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
7/25/04	49	46	5
6/20/04	42	54	4
4/18/04	48	49	3
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

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

7/25/04 - Summary Table

	Favorable	Unfavorable	No opinion
a. John Kerry	48	39	12
b. George W. Bush	54	43	3
c. Dick Cheney	43	41	17
d. John Edwards	50	24	26
e. Teresa Heinz Kerry	27	26	47
f. Ralph Nader	25	44	31
g. Laura Bush	66	12	22

Trend where available:

a. John Kerry			
	Favorable	Unfavorable	No opinion
7/25/04 RV	48	39	12
3/7/04 RV	54	28	18
3/7/04 All	54	26	20

b. George W. Bush			
	Favorable	Unfavorable	No opinion
7/25/04 RV	54	43	3

3/7/04 RV	48	47	4
3/7/04 All	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. Dick Cheney

	Favorable	Unfavorable	No opinion
7/25/04 RV	43	41	17
3/7/04 RV	35	45	19
3/7/04 All	35	43	23
9/6/00 RV	42	20	38
7/29/00	29	10	60

d,e. No trend.

f. Ralph Nader

	Favorable	Unfavorable	No opinion
7/25/04 RV	25	44	31
3/7/04 RV	22	46	31
3/7/04 All	23	43	34
9/6/00 RV	31	29	39
7/23/00	29	27	44

g. No trend.

13. What 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), or something else?

	Terrorism	Iraq	Economy/ jobs	Educ- ation	Health care	Other	No op.
7/25/04 RV	20	21	27	7	12	12	1

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

7/25/04 - Summary Table

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
a. The economy	47	46	1	3	4
b. The situation in Iraq	52	40	1	3	3
c. Education	44	45	1	4	6
d. The US campaign against terrorism	55	37	2	3	3
e. Health care	44	47	1	4	5
f. Taxes	49	43	1	4	4

Trend where available:

a. The economy

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
7/25/04 RV	47	46	1	3	4

6/20/04 RV	45	50	1	2	1
6/20/04 All	45	50	1	3	1
5/23/04	43	48	*	5	3
4/18/04	47	47	1	4	1
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.
7/25/04 RV	52	40	1	3	3
6/20/04 RV	49	47	*	3	1
6/20/04 All	50	45	*	4	1
5/23/04	48	42	*	6	3
4/18/04	52	41	*	4	2
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.
7/25/04 RV	44	45	1	4	6
6/20/04 RV	43	52	1	2	2
6/20/04 All	42	52	1	2	2
4/18/04	47	44	1	6	2
3/7/04	40	52	1	3	4
2/11/04	40	49	1	6	5

d. The U.S. campaign against terrorism

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
7/25/04 RV	55	37	2	3	3
6/20/04 RV	48	47	*	3	2
6/20/04 All	47	48	1	3	1
5/23/04	52	39	1	4	4
4/18/04	58	37	1	3	1
3/7/04	57	36	2	2	3
2/11/04	53	37	1	4	5

e. Health care

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
7/25/04 RV	44	47	1	4	5
6/20/04 RV	38	56	*	3	2
6/20/04 All	37	58	*	4	2

Compare to: The cost, availability, and coverage of health insurance

4/18/04	42	48	1	6	3
3/7/04	36	56	0	5	2
2/11/04	34	52	1	7	6

f. Taxes

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
7/25/04 RV	49	43	1	4	4
6/20/04 RV	41	53	0	4	2
6/20/04 All	40	53	0	4	2



4/18/04	49	43	*	6	2
3/7/04	43	51	1	4	2

15. Please tell me whether the following statement applies more to (Bush) or more to (Kerry).

7/25/04 - Summary Table

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
a. He is honest and trustworthy	46	40	2	10	2
b. He understands the problems of people like you	42	46	1	9	2
c. He is a strong leader	55	36	2	5	2
d. He takes a position and sticks with it	64	24	2	7	3
e. He will make the country safer and more secure	54	38	1	4	2
f. He shares your values	49	43	1	5	2

Trend:

a. He is honest and trustworthy

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
7/25/04 RV	46	40	2	10	2
6/20/04 RV	40	52	1	6	1
6/20/04 All	39	52	1	6	1

b. He understands the problems of people like you

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
7/25/04 RV	42	46	1	9	2
6/20/04 RV	37	55	1	7	1
6/20/04 All	36	56	1	6	2

c. He is a strong leader

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
7/25/04 RV	55	36	2	5	2
6/20/04 RV	50	45	1	3	2
6/20/04 All	51	43	2	3	2

d. He takes a position and sticks with it

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
7/25/04 RV	64	24	2	7	3
6/20/04 RV	60	34	1	4	1
6/20/04 All	57	36	1	5	1

e. He will make the country safer and more secure

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
7/25/04 RV	54	38	1	4	2
6/20/04 RV	53	42	1	2	2

6/20/04 All 54 40 1 3 2

f. He shares your values

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
7/25/04 RV	49	43	1	5	2
6/20/04 RV	46	48	1	3	1
6/20/04 All	46	48	1	4	1

16. In general, are you satisfied or dissatisfied with the way things are going in the United States at this time?

	Satisfied	Dissatisfied	No opinion
7/25/04	46	53	1
4/9/03	65	32	3
3/23/03*	60	38	2
3/5/03*	36	61	3
2/9/03	49	49	2
7/30/01	53	47	1
11/4/00 LV	61	36	3
11/3/00 LV	61	35	4
11/2/00 LV	62	35	4

\*Gallup.

17. In your opinion, is the outcome of this presidential election especially important, or is it no more important than any other presidential election? (IF ESPECIALLY IMPORTANT) Would you say it's one of the single most important elections of your lifetime, or not that important?

	NET	One of the single most	Not that important	No more important	No opinion
7/25/04 RV	78	66	12	21	1
11/5/00* RV	67	NA	NA	31	2
11/2/96* RV	60	NA	NA	38	1

\*Pew

18. Thinking about the next 12 months, would you say you feel optimistic or pessimistic about the way things are going in this country?

	Optimistic	Pessimistic	No opinion
7/25/04 RV	67	30	3
6/20/04	62	36	2
1/14/03	69	29	2

19. What about (NAME) - would you say he's more of an optimist, or more of a pessimist?

7/25/04 - Summary Table, Registered Voters

	Optimist	Pessimist	No opinion
a. Kerry	55	34	11
b. Bush	72	22	6

20. What problem or issue facing the country would you like Kerry to talk about most in his nationally televised speech at the Democratic convention?

Registered Voters:

7/25/04

Iraq/the war	19
Terrorism	15
Economy/jobs	20
Health care	13
Education	5
Morals/values	3
Social Security	1
Medicare/prescription drugs	1
The deficit	*
Civil rights	1
Abortion	*
Gay marriage	*
Plan/vision for America	3
Taxes	1
Global diplomacy/foreign policy	2
Other	3
Don't care/doesn't matter	8
No opinion	5

21. Thinking about his candidacy for president so far, how enthusiastic are you about (Kerry/Bush) - very enthusiastic, fairly enthusiastic, not too enthusiastic, or not enthusiastic at all?

7/25/04 - Summary Table, Among Leaned Kerry/Bush Supporters

	----Enthusiastic---			-----Not Enthusiastic-----			No opin.
	NET	Very	Fairly	NET	Not too	Not at all	
a. Kerry	90	41	49	10	9	1	0
b. Bush	90	49	41	10	8	1	*

Trend:

	----Enthusiastic---			-----Not Enthusiastic-----			No opin.
	NET	Very	Fairly	NET	Not too	Not at all	
Kerry							
7/25/04 RV	90	41	49	10	9	1	0
6/20/04 RV	85	34	51	15	12	3	0
6/20/04 All	83	33	50	17	13	4	0
Bush							
7/25/04 RV	90	49	41	10	8	1	*
6/20/04 RV	90	50	40	9	7	2	*
6/20/04 All	90	48	42	10	8	2	*

22. How much do you feel you know about (NAME)'s positions on specific issues - a great deal, a good amount, only some, or hardly anything?

7/25/04 - Summary Table

	Great deal/ ---Good amount---			--Some/Hardly anything/Nothing-				No op.
	NET	Great	Good	NET	Some	Hardly any.	Nothing (vol.)	
a. Kerry	46	12	33	54	35	17	1	1
b. Bush	74	29	54	26	21	5	*	*

Trend:

a. Kerry

	Great deal/ ---Good amount---			--Some/Hardly anything/Nothing-				
	NET	Great	Good	NET	Some	Hardly any.	Nothing (vol.)	No op.
7/25/04 RV	46	12	33	54	35	17	1	1
5/23/04	42	10	31	54	35	19	3	1
10/29/03*	19	5	14	79	27	42	10	2

\*Asked of leaned Democrats

b. Bush

	Great deal/ ---Good amount---			--Some/Hardly anything/Nothing-				
	NET	Great	Good	NET	Some	Hardly any.	Nothing (vol.)	No op.
7/25/04 RV	74	29	54	26	21	5	*	*
5/23/04	67	24	44	32	23	8	1	*

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

7/25/04 - Summary Table

	Too liberal	Too conservative	About right	No opin.
a. Kerry	40	8	46	6
b. Bush	12	38	48	3

Trend:

a. Kerry

	Too liberal	Too conservative	About right	No opin.
7/25/04 RV	40	8	46	6
6/20/04 RV	36	9	51	4
6/20/04 All	34	10	51	5
3/7/04	33	6	52	8

b. Bush

	Too liberal	Too conservative	About right	No opin.
7/25/04 RV	12	38	48	3
6/20/04 RV	14	38	46	2
6/20/04 All	14	38	46	2
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

24. Will Kerry's choice of John Edwards for vice president make you more likely to vote for Kerry, less likely, or won't it make any difference in your vote?

	More	Less	No difference	No opinion
7/25/04 RV	24	9	66	*

Gore's choice of Lieberman:  
 8/7/00 All 15 10 73 2

Bush's choice of Cheney:  
 7/29/00 All 13 7 77 3

Dole's choice of Kemp:  
 8/15/96 RV 18 6 75 1  
 8/14/96 RV 20 7 71 1  
 8/13/96 RV 21 7 70 3  
 8/12/96 RV 17 6 74 3  
 8/11/96 RV 16 5 76 3  
 8/10/96 RV 14 7 75 4

Perot's choice of Choate  
 9/10/96 RV 4 7 86 4

Bush's choice of Quayle

	More	Less	No difference	Not voting for Bush	No opinion
9/19/88 RV	7	19	68	4	2
8/18/88 All	11	14	67	5	3
8/17/88 All	13	10	72	2	3

Dukakis' choice of Bentsen

	More	Less	No difference	Not voting for Dukakis	No opinion
9/19/88 RV	20	6	71	2	1
7/17/88 All	13	8	73	2	4

27. 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? Do you feel that way strongly or somewhat?

	----Worth fighting----			----Not worth fighting---			No op.
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
7/25/04	49	36	13	48	11	37	3
6/20/04	47	32	14	52	13	39	2
5/23/04	48	35	13	50	13	37	1
5/6/04	49	NA	NA	47	NA	NA	5
4/18/04	51			47			2
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	NA	NA	32	NA	NA	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

28. 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.
7/25/04	51	32	19	45	3
6/20/04	51	28	23	46	2
5/23/04	54	30	24	43	3
4/18/04	57	33	24	40	3
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"

29. In making its case for war with Iraq, do you think the Bush administration (told the American public what it believed to be true), or (intentionally misled the American public)?

	Told the American public what it believed to be true	Intentionally misled the American public	No opinion
7/25/04	55	42	3

30. 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
	NET	Excellent	Good	NET	Not so good	Poor	op.
7/25/04	46	4	42	53	39	14	*
6/20/04	45	4	41	55	38	17	*
4/18/04	43	4	39	57	39	18	*
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	*

31. 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
7/25/04	15	41	43	1
6/20/04	17	45	37	1
4/18/04	18	43	37	2
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

25. Do you think the United States is winning or losing the war on terrorism?

	Winning	Losing	Neither/It's a draw (vol.)	No opinion
7/25/04	51	34	10	5
4/18/04	54	30	13	3
3/7/04	56	27	14	3
10/6/02	47	24	21	9

\*\*\*END\*\*\*