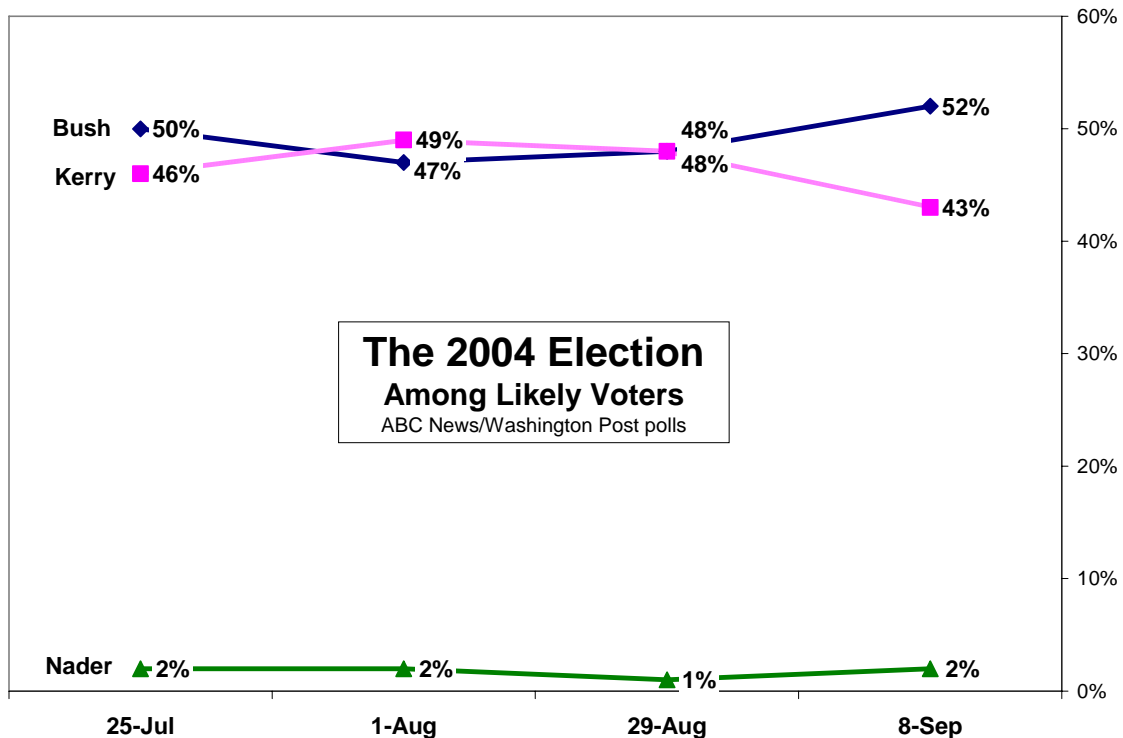


Campaign Enters Decisive Phase With an Advantage to Bush

The 2004 campaign enters its decisive phase with the advantage to George W. Bush, who's reasserted his personal and professional credentials, effectively driven up John Kerry's negatives and broken through to a lead in likely voters' preferences.

Registered voters by a 27-point margin now say Bush has taken a clearer stand than Kerry on the issues, by 27 points call Bush the stronger leader and by 19 points say he would make the country safer. He has a 22-point advantage in trust to handle terrorism, a 16-point lead on Iraq and perhaps a slight edge even on the lukewarm economy.

These and other ratings have either reversed or eroded Kerry's position. After the Democratic convention Kerry had a six-point lead as more honest; now it's Bush +13. Kerry had a 13-point lead on a "vision for the future"; now it's Bush +9. Kerry had a 14-point lead on understanding people's problems; now they're essentially even (Bush +1).

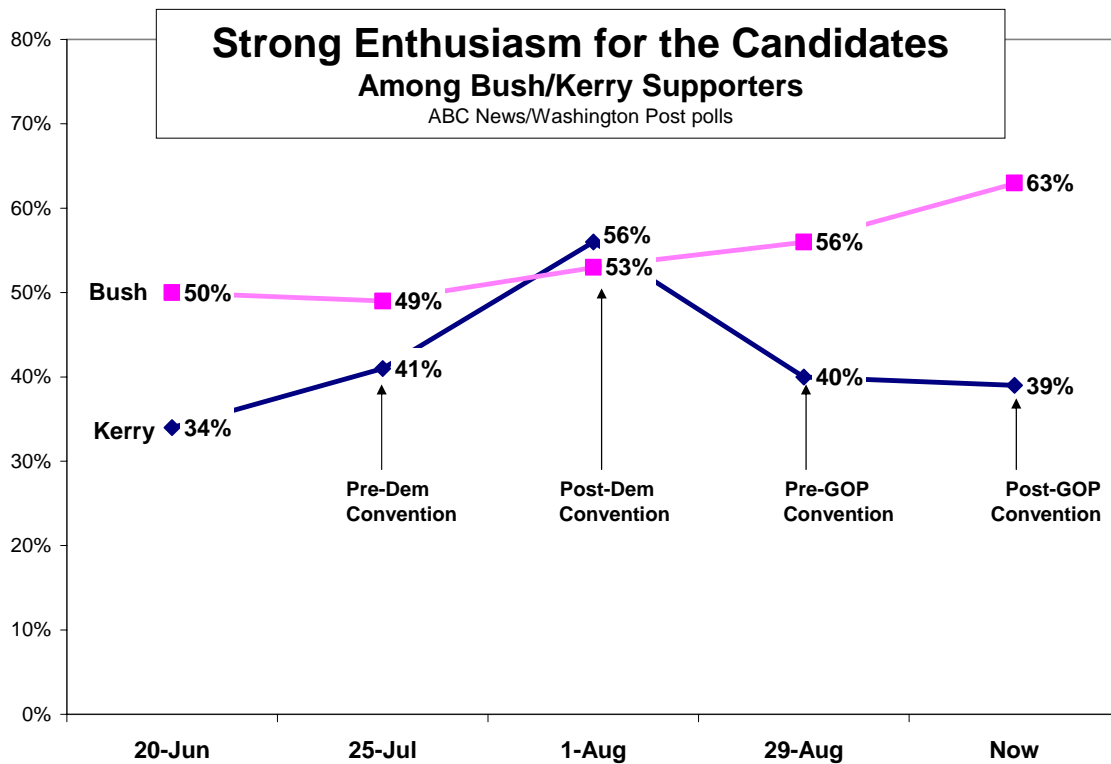


Moving these underlying views has enabled Bush to break out of the virtual dead heat that's defined the contest: Among likely voters in this ABC News/Washington Post survey, Bush has 52 percent support, Kerry 43 percent, Ralph Nader 2 percent. It's Bush's first lead beyond the margin of sampling error in any ABC/Post poll since Kerry

seized his party's nomination in March. The race is 50-44-2 percent among all registered voters.

The contest is far from over: This poll follows Bush's convention, a week in which he held center stage in public attention, and his convention "bounce," an insignificant +5 points among registered voters, is an anemic one, on par with Kerry's +8 and below the average, +14, in polls since 1968. One difference is that Kerry left his convention in a dead heat among likely voters, while Bush leaves his with a lead.

But more important than the horse race at this stage are the attitudes that inform it. Sixty-three percent of Bush's supporters now say they're "very enthusiastic" about him, a new high for Bush in this important measure of motivation. Kerry's support, after dropping in advance of the Republican convention, is flat, at 39 percent very enthusiastic. And while 84 percent of Bush's supporters are affirmatively "for" him, that's true of just 41 percent of Kerry's; more of Kerry's supporters, 55 percent, are chiefly "against" Bush.

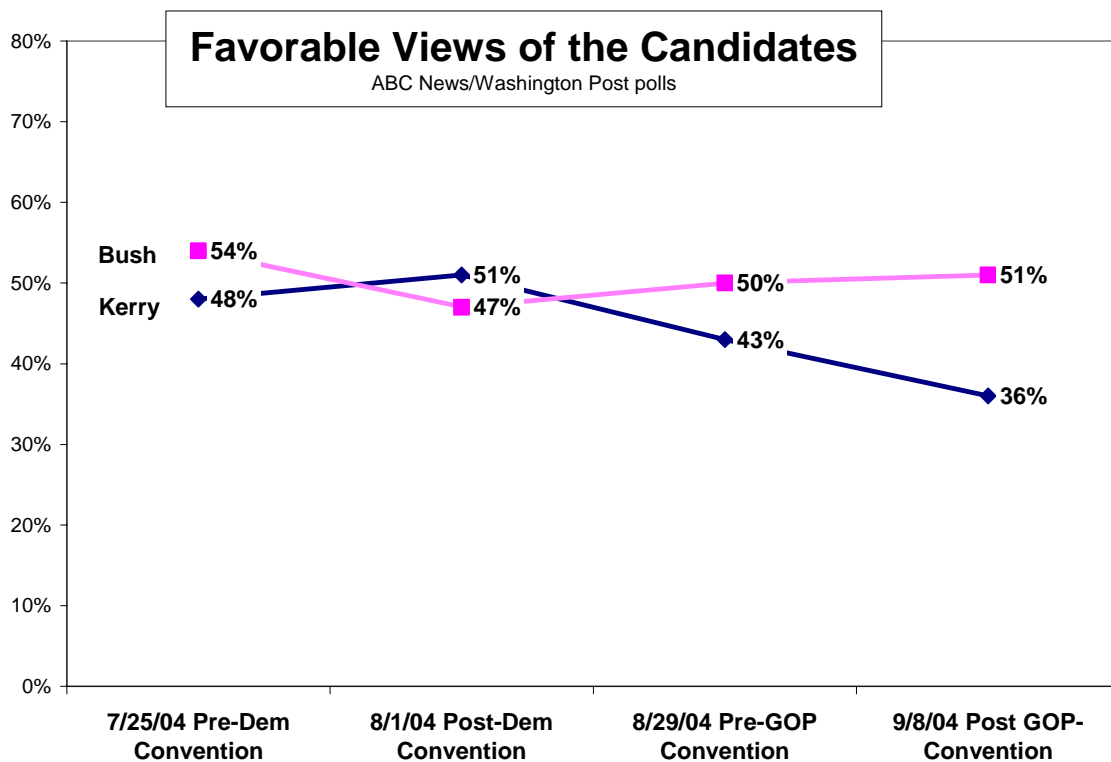


FAVE – Probably worst for Kerry, his “favorable” rating has gone negative, meaning that more registered voters now express an unfavorable than a favorable opinion of him, 42 to 36 percent. Kerry’s favorable rating – the most basic measure of a public figure’s popularity – has dropped by 15 points since his convention.

Bush’s favorability rating has held essentially steady, and his job approval rating is now 52 percent among all Americans and registered voters alike – the first time it’s edged above 50 percent among the general population in ABC/Post polls since April. The

number who are dissatisfied with the nation’s direction, similarly, has inched below 50 percent. And 52 percent of registered voters say he deserves a second term.

Still, the stability in Bush’s job approval and favorability ratings, compared with the sizable drop in Kerry’s favorability, shows that Bush has not gained ground as much as Kerry has lost it. That still works to Bush’s advantage, since election politics is comparative.



Bush has forged some movement in his favor; 32 percent now call him “too conservative,” down six points since June. More, 42 percent, call Kerry “too liberal” – and that’s up six points since June.

CHANGE and CHALLENGE – The fact that underlying views have changed means they can change again. After the Democratic convention there were eight points more Democrats than Republicans among likely voters; today, there are six points more Republicans than Democrats. Party allegiance has been +3 or +4 Democratic in exit polls since 1988; Kerry would gain ground by moving the alignment back to its Election-Day norm. But shifting party allegiance is not his only problem: He’s losing 12 percent of Democrats to Bush, twice Bush’s loss of Republicans to Kerry.

Attention to the race remains very high; 45 percent of registered voters are following it “very closely,” compared with 26 percent at this time in 2000. And more of them remain more firmly committed earlier than usual, which makes it difficult for the candidates to move voter preferences.

The number of registered voters who say they may change their minds has dropped from 26 percent in June to 14 percent now; it was twice as high, 31 percent, at this time in 2000. Fewer, just six percent, say there's a "good chance" they may change their minds. And in another difficult sign for Kerry, he leads among moveables – i.e., those who might move.

One more result underscores Kerry's challenges: He's far more competitive against Bush on empathy (i.e., understanding people's problems) than on strong leadership. But given continued concerns about the threat of terrorism, the public by nearly 2-1, 57-30 percent, says that of the two, strong leadership is the more important quality in a president.

People who say empathy is more important favor Kerry by more than 40 points. But those who say strong leadership is more important favor Bush by 35 points – and there are many more of them.

What's more important in a president?	Vote preference	
		Bush-Kerry
Strong leadership	57%	66-31%
Understanding people's problems	30	24-68%

There also are new perceptions Kerry may need to address: By a 16-point margin, more Americans say Bush is running a good campaign than say he is. And by a huge 63-26 percent margin, most say they expect Bush to win. Even among Kerry supporters, 32 percent expect Bush to prevail. That is not a sure bet by any means: In Gallup polls since 1936, there have been three instances in which the ultimate winner did not lead in the first post-Labor Day poll (Truman, Kennedy and Reagan).

ISSUES – After the focus on security at the Republican convention, terrorism has moved up to parity with the economy as the most important issue in the election – 27 percent say it's the economy, 25 percent terrorism, 18 percent Iraq and 13 percent health care, with others in single digits. Just before last week's convention the economy was alone as the top mention.

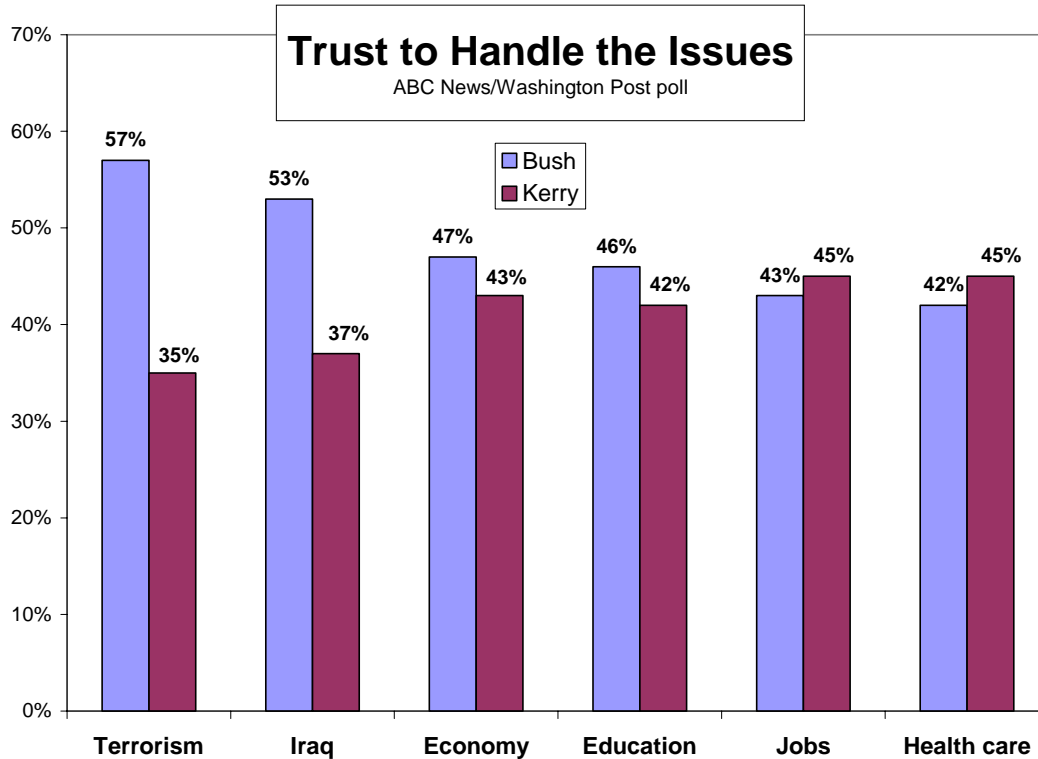
	Most important issue			
	Economy	Terrorism	Iraq	Health care
9/8	27%	25	18	13
8/29	31%	19	19	12
8/1	25%	20	23	11

It should be noted, moreover, that nearly six in 10 Americans believe the Iraq war is part of the war on terrorism. Add them to the "terrorism" tally and it surpasses the economy as the top issue in the election.

Vote preferences follow some of these issue priorities. Among those who say terrorism is the No. 1 issue, Bush has an 80-point lead. Among those who say it's Iraq, Kerry leads

by 34 points; and his lead is similar among those who say it's the economy. The nation's response to terrorism continues to be the essential wellspring of Bush's support.

More broadly, among all registered voters, Bush now has a clear lead in trust to handle five of the 10 specific issues tested in this poll, and is slightly ahead in two others. Kerry has a slight lead in one, and they're about even in two others.



On some of these issues the trend toward Bush has been linear in the last two ABC/Post polls. For example, trust to handle Iraq has gone from Kerry +2 to Bush +8 to Bush +16; trust to handle taxes has gone from Kerry +6 to Bush +2 to Bush +10.

Preferences on issues:

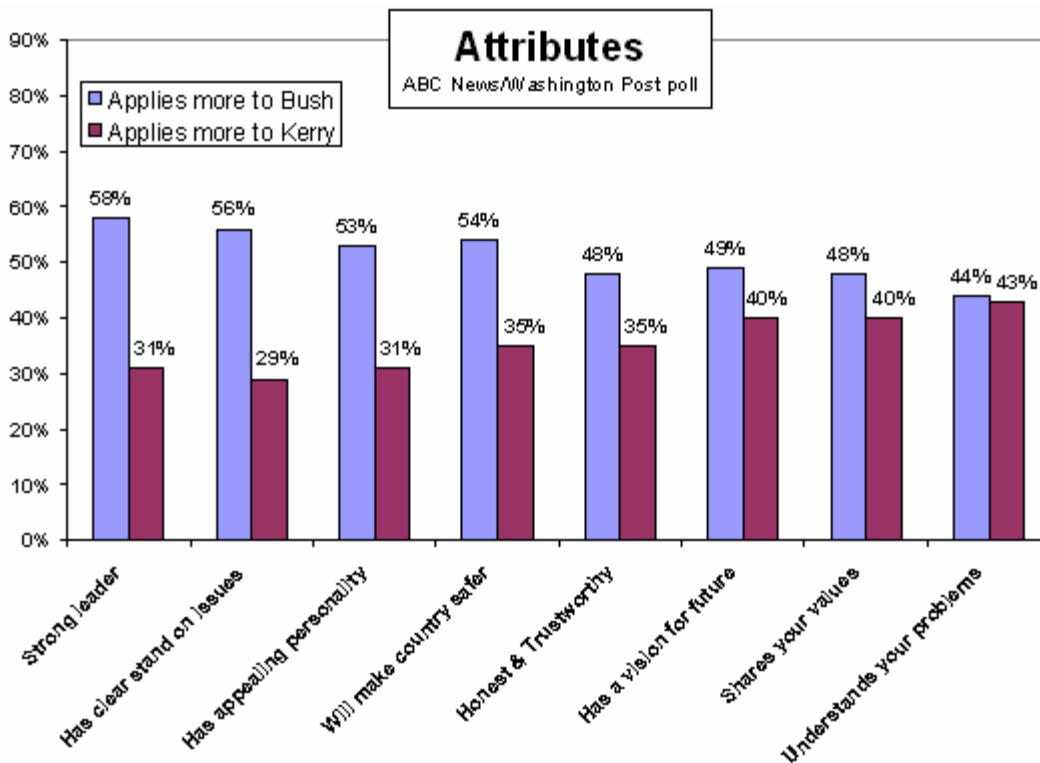
	-----9/8-----		--8/29--	--8/1--
	Bush-Kerry	Dif		
Terrorism	57-35%	Bush +22	Bush +18	Bush +3
Iraq	53-37	Bush +16	Bush +8	Kerry +2
Taxes	50-40	Bush +10	Bush +2	Kerry +6
Supreme Court	46-36	Bush +10	NA	NA
Relations with other countries	47-42	Bush +5	NA	Kerry +9
Economy	47-43	Bush +4	Bush +1	Kerry +11
Education	46-42	Bush +4	=	Kerry +13
Creating jobs	43-45	Kerry +2	NA	NA
Health care	42-45	Kerry +3	Kerry +7	Kerry +19
Helping the middle class	42-47	Kerry +5	NA	NA

Other ratings have held steady in this poll after improving for Bush just before his convention. For instance, he leads Kerry by 13 points, 53-40 percent, as best qualified to be commander-in-chief, very similar to last week's reading. After the Democratic convention, Kerry led by eight points on this question.

ECONOMY – The economy is still a potential threat to Bush; its ratings, while not bad enough to be lemons, are not good enough to be lemonade. Forty-two percent say most people in the country have gotten worse off financially since Bush took office, and they support Kerry by 79-12 percent. But Bush wins 73 and 86 percent support, respectively, from those who say most people are doing as well as before, and those who say they're doing better.

Moreover, the 42 percent who say most people are worse off is down from a recent high of 52 percent at this time last year. And it was higher still, 61 percent, in August 1992, with Bush's father headed for defeat. In another measure, the ABC News/Money magazine Consumer Comfort Index is now -7 on its scale of +100 to -100; that's about the same as its 18-year average, -9, and well up from its level at this time in 1992, -43.

ATTRIBUTES – As important as issues are evaluations of personal characteristics, and Bush leads in seven of eight personal attributes tested in this poll. Again some have moved toward him in linear fashion; having a "vision for the future," for example, has progressed from Kerry +13 to Kerry +3 to Bush +9.



The huge Bush advantages on taking a “clear stand on the issues” and having an “appealing personality,” both newly asked in this poll, are among the more striking results, as are Bush’s continued leads on strong leadership and “making the country safer and more secure,” a central focus of his convention.

Preference on attributes:

	-----9/8-----		--8/29--	--8/1--
	Bush-Kerry	Dif		
Clear stand	56-29	Bush +27	NA	NA
Strong leader	58-31	Bush +27	Bush +15	Bush +6
Appealing personality	53-31	Bush +22	NA	NA
Make country safer	54-35	Bush +19	Bush +13	Bush +3
Honest	48-35	Bush +13	Bush +6	Kerry +6
Vision for future	49-40	Bush +9	Kerry +3	Kerry +13
Shares your values	48-40	Bush +8	Bush +1	Kerry +6
Understands your problems	44-43	Bush +1	Kerry +6	Kerry +14

GROUPS – Some of the changes on issues and attributes have been disproportionately large in some specific groups. Bush has gained ground particularly among men, among veterans, among independents and in some cases among white Catholic voters. The latter two are the quintessential swing voters in American politics.

The change among veterans may stem not from Kerry’s war record – the “swift boat” controversy – but instead from his anti-war record. Veterans by a 22-point margin say they’re less likely to support Kerry because of it.

WAR RECORD – Indeed while the “swift boat” controversy over Kerry’s war medals clearly put him off stride, his military record continues to be a net positive – 23 percent say they’re more likely to support him because of it, compared with 13 percent less likely. It’s closer – more of a wash – among veterans.

Bush’s record of service in the National Guard, by contrast, is more of a negative: just seven percent are more likely to support him because of it, 18 percent less likely. It remains to be seen if the resurgence of this issue hurts Bush, but as a rule it’s harder to damage a sitting president with a strong personal image and current record than to define a less-known newcomer on the national political scene.

There’s also the issue of Kerry’s anti-war efforts after leaving the military in 1969. Twenty percent say they’re more likely to support him because of his public opposition to the Vietnam war, but 28 percent are less likely. And more generally a 49-37 percent plurality disapproves of Kerry’s opposition to the war.

All these views are infused with partisanship; for example, hardly any Republicans say they’re less likely to support Bush because of his service (two percent). But it is more of a negative than a positive for him in the center – net 11 points negative, for example, among independents. However, as noted, a bigger hot button for a significant group is

Kerry's war opposition: Among veterans, 39 percent say they're less likely to support him because of it, compared with 17 percent more likely.

	Effect on Support		
	More likely	Less likely	No effect
Bush's military service in the Texas National Guard during the Vietnam War			
All	7%	18	74
Independents	8	19	73
Veterans	13	17	70
Kerry's military service in the Navy during the Vietnam War			
All	23	13	63
Independents	29	11	60
Veterans	22	19	59
Kerry's opposition to the Vietnam War after leaving the military			
All	20	28	50
Independents	23	23	52
Veterans	17	39	41

WAR and TERRORISM – On the war in Iraq, 51 percent in this poll say it was worth fighting, over half (albeit barely) for the first time since April. Fifty-seven percent think the war has contributed to long-term U.S. security. And while 54 percent think the United States has gotten bogged down in Iraq, that's down from 65 percent in May.

As noted above, Bush has majority support on another point – 58 percent think the war in Iraq is part of the war on terrorism.

Fifty-five percent think the United States is winning the war on terrorism, and 52 percent express at least some confidence in the government's ability to prevent further attacks. But 73 percent are worried about another attack, and a third are worried that they personally could be a victim of terrorism.

Perhaps most fundamentally, though, just days before the third anniversary of Sept. 11, 2001, 64 percent of registered voters say the country is safer than it was before that attack. And Bush leads Kerry by more than 40 points in this group, 69 to 26 percent.

METHODOLOGY – This ABC News/Washington Post poll was conducted by telephone Sept. 6-8, 2004, among a random national sample of 1,202 adults, including 952 registered voters. The results have a three-point error margin for registered voters, 3.5 points for likely voters, who account for 57 percent of all respondents. 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).

*= 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.
9/8/04 RV	45	40	10	4	1
8/29/04 RV	43	38	13	7	*
8/1/04 RV	41	39	13	7	*
7/25/04	34	39	15	12	*
7/11/04	36	43	13	7	1
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	*

Call for trend.

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 op.
9/8/04 RV	87	7	4	1	1	*
8/29/04 RV	84	10	4	2	*	0
8/1/04 RV	85	9	4	1	1	*
7/25/04 RV	85	7	5	2	*	*
10/29/03	70	12	11	6	1	0

Call for trend.

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 candidate are you leaning toward?

Net Leaned Vote, Likely Voters:

	Bush	Kerry	Nader	Other (vol.)	Neither (vol.)	Would not vote	No op.
9/8/04	52	43	2	*	1	0	2
8/29/04	48	48	1	*	1	0	2
8/1/04	47	49	2	*	1	0	1
7/25/04	50	46	2	*	1	*	1

Net Leaned Vote, Registered Voters:

	Bush	Kerry	Nader	Other (vol.)	Neither (vol.)	Would not vote	No op.
9/8/04	50	44	2	*	2	*	2

8/29/04	48	47	2	*	1	*	2
8/1/04	44	50	2	*	1	1	2
7/25/04	48	46	3	*	1	*	1
7/11/04	46	46	4	1	2	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

Net Leaned Vote, General Population:

	Bush	Kerry	Nader	Other (vol.)	Neither (vol.)	Would not vote	No op.
7/11/04	45	46	5	1	2	1	1
6/20/04	42	48	7	*	1	1	1
5/23/04	45	44	6	*	1	2	1
4/18/04	47	42	7	*	2	1	*
3/7/04	42	47	5	*	1	3	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	---Chance change mind--- NET	Good	Unlikely	No opin.
Registered voters:						
9/8/04	All	84	14	6	8	2
	Bush	88	11	5	6	1
	Kerry	81	16	6	10	3
8/29/04	All	81	18	7	11	1
	Bush	82	16	7	10	1
	Kerry	81	18	6	12	1
8/1/04	All	80	19	7	12	1
	Bush	79	20	7	13	1
	Kerry	83	16	5	11	1
7/25/04	All	78	20	7	13	2
	Bush	80	19	7	12	1
	Kerry	80	18	5	13	2
7/11/04	All	79	21	7	13	1
	Bush	78	22	8	14	*
	Kerry	80	19	7	13	1
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
Call for trend.						

5. (and 6) (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.
9/8/04 RV	90	9	1	75	20	4
8/29/04 RV	86	13	2	76	23	1
8/1/04 RV	86	14	*	85	14	1
7/25/04 RV	88	11	1	72	26	2
4/18/04 RV	88	11	1	66	33	1

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

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

	For Bush	Against Kerry	No opinion
9/8/04 RV	84	14	2
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

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

	For Kerry	Against Bush	No opinion
9/8/04 RV	41	55	4
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

9. Held for release.

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.
9/8/04	All	52	35	17	43	11	32	5
	RV	52	38	14	45	11	33	3
8/29/04	All	50	31	19	47	13	34	3
	RV	52	33	19	47	13	35	1
8/1/04	All	47	28	18	49	13	36	5
	RV	48	29	19	51	13	38	2
7/25/04	All	50	32	19	47	13	34	3
	RV	51	33	18	47	13	34	2
7/11/04		48	31	17	50	11	39	2
6/20/04	All	47	30	17	51	13	39	1
	RV	48	32	15	51	12	40	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
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. 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.

9/8/04 - Summary Table - Registered voters

	Favorable	Unfavorable	No opinion
a. John Kerry	36	42	23
b. George W. Bush	51	39	11
c. Dick Cheney	43	37	20
d. John Edwards	39	26	35

Trend:

a. John Kerry

	Favorable	Unfavorable	No opinion
9/8/04 RV	36	42	23
8/29/04 RV	43	40	17

8/1/04 RV	51	32	16
7/25/04 RV	48	39	12
3/7/04	54	26	20

b. George W. Bush

	Favorable	Unfavorable	No opinion
9/8/04 RV	51	39	11
8/29/04 RV	50	40	9
8/1/04 RV	47	45	8
7/25/04 RV	54	43	3
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. Dick Cheney

	Favorable	Unfavorable	No opinion
9/8/04 RV	43	37	20
8/29/04 RV	41	45	14
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. John Edwards

	Favorable	Unfavorable	No opinion
9/8/04 RV	39	26	35
8/1/04 RV	49	18	33
7/25/04 RV	50	24	26

12. 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.
9/8/04 RV	25	18	27	6	13	8	2
8/29/04 RV	19	19	31	6	12	11	2
8/1/04 RV	20	23	25	7	11	12	2
7/25/04 RV	20	21	27	7	12	12	1

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

8/29/04 - Summary Table - Registered voters

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
a. The economy	47	43	1	4	5
b. The situation in Iraq	53	37	1	4	6
c. Education	46	42	1	5	6

d. The US campaign against terrorism	57	35	1	3	4
e. Health care	42	45	1	5	8
f. Taxes	50	40	*	5	5
g. Helping the middle class	42	47	1	6	4
h. Appointments to the U.S. Supreme Court	46	36	1	3	15
i. Relations with other countries	47	42	1	4	6
j. Creating jobs	43	45	1	6	6

Trend:

a. The economy

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
9/8/04 RV	47	43	1	4	5
8/29/04 RV	48	47	1	2	2
8/1/04 RV	41	52	*	3	4
7/25/04 RV	47	46	1	3	4
7/11/04 RV	44	50	1	3	2
7/11/04	43	51	1	3	3
6/20/04 RV	45	50	1	2	1
6/20/04	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.
9/8/04 RV	53	37	1	4	6
8/29/04 RV	52	44	*	2	2
8/1/04 RV	46	48	*	2	4
7/25/04 RV	52	40	1	3	3
7/11/04 RV	47	47	1	4	2
7/11/04	47	47	1	3	2
6/20/04 RV	49	47	*	3	1
6/20/04	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.
9/8/04 RV	46	42	1	5	6
8/29/04 RV	47	47	1	2	3
8/1/04 RV	39	52	1	3	5
7/25/04 RV	44	45	1	4	6
7/11/04 RV	40	50	1	4	4
7/11/04	40	50	1	4	5
6/20/04 RV	43	52	1	2	2
6/20/04	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.
9/8/04 RV	57	35	1	3	4
8/29/04 RV	56	38	1	2	3
8/1/04 RV	48	45	*	1	5
7/25/04 RV	55	37	2	3	3
7/11/04 RV	51	43	1	3	3
7/11/04	51	42	1	3	3
6/20/04 RV	48	47	*	3	2
6/20/04	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.
9/8/04 RV	42	45	1	5	8
8/29/04 RV	43	50	*	3	4
8/1/04 RV	36	55	*	3	5
7/25/04 RV	44	47	1	4	5
6/20/04 RV	38	56	*	3	2
6/20/04	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.
9/8/04 RV	50	40	*	5	5
8/29/04 RV	48	46	*	2	4
8/1/04 RV	43	49	1	3	4
7/25/04 RV	49	43	1	4	4
6/20/04 RV	41	53	0	4	2
6/20/04	40	53	0	4	2
4/18/04	49	43	*	6	2
3/7/04	43	51	1	4	2

g. Helping the middle class

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
9/8/04 RV	42	47	1	6	4
8/29/04 RV	42	51	*	3	3

h. No trend.

i. Relations with other countries

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
9/8/04 RV	47	42	1	4	6
8/1/04 RV	42	51	1	2	5

j. Creating jobs

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
9/8/04 RV	43	45	1	6	6
4/18/04	46	48	1	4	1
3/7/04	43	51	1	3	2
2/11/04	37	51	1	5	6

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

8/29/04 - Summary Table - Registered voters

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
a. He is honest and trustworthy	48	35	3	11	4
b. He understands the problems of people like you	44	43	1	8	4
c. He is a strong leader	58	31	3	4	4
d. He will make the country safer and more secure	54	35	1	5	5
e. He shares your values	48	40	2	6	4
f. He's got a vision for the future	49	40	5	3	3
g. He's taken a clear stand on the issues	56	29	3	9	3
h. He has an appealing personality	53	31	4	9	3

Trend:

a. He is honest and trustworthy

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
9/8/04 RV	48	35	3	11	4
8/29/04 RV	47	41	2	8	3
8/1/04 RV	41	47	4	5	2
7/25/04 RV	46	40	2	10	2
6/20/04 RV	40	52	1	6	1
6/20/04	39	52	1	6	1

b. He understands the problems of people like you

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
9/8/04 RV	44	43	1	8	4
8/29/04 RV	42	48	1	8	2
8/1/04 RV	37	51	1	8	2
7/25/04 RV	42	46	1	9	2
6/20/04 RV	37	55	1	7	1
6/20/04	36	56	1	6	2

c. He is a strong leader

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
9/8/04 RV	58	31	3	4	4
8/29/04 RV	54	39	2	2	3

8/1/04 RV	50	44	2	2	3
7/25/04 RV	55	36	2	5	2
6/20/04 RV	50	45	1	3	2
6/20/04	51	43	2	3	2

d. He will make the country safer and more secure

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
9/8/04 RV	54	35	1	5	5
8/29/04 RV	53	40	2	3	2
8/1/04 RV	48	45	1	3	3
7/25/04 RV	54	38	1	4	2
6/20/04 RV	53	42	1	2	2
6/20/04	54	40	1	3	2

e. He shares your values

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
9/8/04 RV	48	40	2	6	4
8/29/04 RV	47	46	1	4	2
8/1/04 RV	44	50	1	3	2
7/25/04 RV	49	43	1	5	2
6/20/04 RV	46	48	1	3	1
6/20/04	46	48	1	4	1

f. He's got a vision for the future

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
9/8/04 RV	49	40	5	3	3
8/29/04 RV	45	48	3	3	2
8/1/04 RV	39	52	6	2	1

g,h. No trend.

15. Who do you think is better qualified to be commander in chief of the U.S. military, (Kerry) or (Bush)?

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
9/8/04 RV	53	40	1	3	3
8/29/04 RV	53	43	*	2	1
8/1/04 RV	44	52	1	1	2

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
9/8/04 RV	49	49	2
8/29/04 RV	44	54	1
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. If you had to choose, which of these two qualities is more important to you in a president, someone who (is a strong leader), or someone who (understands the problems of people like you)?

	Strong leader	Understands problems of people like you	Both (vol.)	Neither (vol.)	No opin.
9/8/04	57	30	10	1	2

18. Based on his performance in office so far, would you say Bush deserves a second term as president, or not?

	Yes	No	No opinion
9/8/04	52	45	4

Clinton

5/22/96	56	42	2
1/21/96	47	49	4
1/24/95	41	55	3
8/16/94	38	56	6

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

9/8/04 - Summary Table - Among Leaned Bush/Kerry Supporters

	----Enthusiastic----			-----Not Enthusiastic-----			No op.
	NET	Very	Fairly	NET	Not too	Not at all	
a. Bush	95	63	32	5	4	*	*
b. Kerry	85	39	46	14	10	4	1

Trend:

	----Enthusiastic----			-----Not Enthusiastic-----			No op.
	NET	Very	Fairly	NET	Not too	Not at all	
Bush							
9/8/04 RV	95	63	32	5	4	*	*
8/29/04 RV	94	56	38	6	5	1	*
8/1/04 RV	90	53	37	10	8	2	*
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	*

	----Enthusiastic----			-----Not Enthusiastic-----			No op.
	NET	Very	Fairly	NET	Not too	Not at all	
Kerry							
9/8/04 RV	85	39	46	14	10	4	1
8/29/04 RV	89	40	49	11	9	2	*
8/1/04 RV	92	56	36	7	6	1	1
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

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

9/8/04 - Summary Table - Registered voters

Too	Too	About	No
-----	-----	-------	----

	liberal	conservative	right	opin.
a. Bush	11	32	49	7
b. Kerry	42	5	43	10

Trend:

a. Bush	Too liberal	Too conservative	About right	No opin.
9/8/04 RV	11	32	49	7
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

b. Kerry	Too liberal	Too conservative	About right	No opin.
9/8/04 RV	42	5	43	10
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

21. How would you rate (NAME)'s campaign for president so far - would you say (NAME) has done an excellent job, good, not so good or poor?

9/8/04 - Summary Table - Registered voters

	---Excellent/Good---			---Not so good/Poor---			No opin.
	NET	Excellent	Good	NET	Not so good	Poor	
a. Bush	68	17	52	29	17	13	2
b. Kerry	52	5	47	45	29	16	2
Clinton							
8/5/96	69	9	60	29	21	8	2
Dole							
8/5/96	42	3	39	54	34	20	4

22. Does (ITEM) make you more likely to support him for president, less likely, or doesn't it affect your vote one way or the other?

9/8/04 - Summary Table - Registered Voters

	More likely	Less likely	Doesn't affect	No op.
a. Kerry's military service in the Navy during the Vietnam War	23	13	63	1
b. Bush's military service in the				

Texas National Guard during the Vietnam War	7	18	74	1
c. Kerry's opposition to the Vietnam War after leaving the military	20	28	50	2

Trend:

a. Kerry's military service in the Navy during the Vietnam War

	More likely	Less likely	Doesn't affect	No opinion
9/8/04 RV	23	13	63	1
8/29/04 RV	24	14	61	1

b. Bush's military service in the Texas National Guard during the Vietnam War

	More likely	Less likely	Doesn't affect	No opinion
9/8/04 RV	7	18	74	1
8/29/04 RV	7	22	70	1

c. Kerry's opposition to the Vietnam War after leaving the military

	More likely	Less likely	Doesn't affect	No opinion
9/8/04 RV	20	28	50	2
8/29/04 RV	21	26	51	2

23. Do you approve or disapprove of Kerry's public opposition to the Vietnam War after he left the military in 1969?

	-----Approve-----			-----Disapprove-----			No opin.
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
9/8/04 RV	37	19	18	49	19	30	14

24. Regardless of whom you support, who do you think will win the election this November: (Bush) or (Kerry)?

	Bush	Kerry	Nader (vol.)	Someone else (vol.)	No op.
9/8/04 RV	63	26	0	*	11

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

	Unite	Divide	No opin.
9/8/04 RV	48	44	8
8/29/04 RV	47	48	5
4/18/04	50	48	2
3/7/04	48	49	3
12/21/03	58	36	6

26. Held for release.

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
------	--------------------	---------------------------	----

	NET	Strongly	Somewhat	NET	Somewhat	Strongly	op.
9/8/04 RV	51	38	13	45	10	34	4
8/29/04 RV	48	34	14	50	11	39	2
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?

	NET	-----Contributed----- Great deal	Somewhat	Has not	No opin.
9/8/04 RV	57	36	22	40	3
8/29/04 RV	54	33	20	42	4
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. Do you think of the war with Iraq as (part of the war against terrorism), or as (separate from the war against terrorism)?

	Part	Separate	No opinion
9/8/04 RV	58	39	3
9/13/03	66	32	2
9/7/03	65	31	4
4/16/03	77	22	1

30. Do you think the United States (has gotten bogged down in Iraq), or do you think the United States (is making good progress in Iraq)?

	Has gotten bogged down	Is making good progress	No op.
9/8/04 RV	54	40	6
5/23/04	65	33	2
5/6/04	60	35	5
4/18/04	59	41	0

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
9/8/04 RV	19	42	37	3
8/29/04 RV	14	46	39	1
8/1/04 RV	18	47	34	1
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

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

	Winning	Losing	Neither/It's a draw (vol.)	No opinion
9/8/04 RV	55	25	10	10
8/29/04 RV	54	31	12	4
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

33. Compared to before September 11, 2001, do you think the country today is safer from terrorism or less safe from terrorism? IF SAFER: Would you say the country is much safer or somewhat safer?

	-----Safer-----			Less safe	No diff. (vol.)	No opin.
	NET	Much	Somewhat			
9/8/04 RV	64	26	38	28	5	3
8/29/04 RV	60	24	36	31	7	2
1/18/04	67	28	39	24	8	1
9/7/03	67	24	42	27	4	2

34. How much confidence do you have in the ability of the U.S. government to prevent further terrorist attacks against Americans in this country: a great deal, a good amount, only a fair amount or none at all?

	-----Confident-----			-----Not confident----			No opin.
	NET	Grt.deal	Good amt.	NET	Fair amt.	None	
9/8/04 RV	52	16	35	47	39	8	1
9/7/03	45	14	31	55	48	7	1
9/8/02	50	12	38	49	43	6	*
7/15/02	46	13	33	54	45	9	*
6/9/02	44	14	30	55	44	11	*
5/19/02	46	17	29	52	42	10	2
3/10/02	55	18	38	44	39	5	*
1/27/02	57	18	40	42	37	6	1
11/27/01	63	24	39	36	32	5	1
11/6/01	52	17	35	47	40	7	1
9/11/01	66	35	31	32	30	2	1
6/2/97	35	10	26	62	52	10	3
8/5/96	35	12	23	65	49	16	*
5/14/95	36	12	24	63	51	12	1
4/20/95	37	13	24	62	51	11	1
6/28/93	59	22	37	41	32	8	1
4/3/89	46	16	30	54	38	16	*

35. How concerned are you about the possibility there will be more major terrorist attacks in the United States - is that something that worries you a great deal, somewhat, not too much or not at all?

	-----Concerned-----			-----Not concerned----			No op.
	NET	Grt.deal	Somewhat	NET	Not much	At all	
9/8/04 RV	73	25	47	27	20	7	1
9/7/03	71	25	46	29	20	9	*
3/20/03	76	29	47	24	16	8	1
2/16/03	72	27	45	27	18	9	1
9/8/02	74	22	52	26	19	7	0
7/15/02	73	29	44	27	20	7	*
4/21/02	73	30	43	26	18	9	*
3/10/02	70	23	47	30	21	9	1
12/19/01	70	27	43	29	22	8	1
10/15/01	77	35	43	23	14	9	0
10/9/01	82	36	46	18	12	6	*
10/7/01	81	41	40	18	13	4	1
9/27/01*	83	43	39	17	12	5	*
9/11/01	87	49	38	12	7	4	1
6/13/97	62	21	41	38	24	14	*
6/2/97	63	22	41	37	28	9	*
8/5/96	74	31	43	26	18	8	*
4/20/95	78	38	40	21	16	5	1

*9/27/01 and previous: "How concerned are you about the possibility there will be more major terrorist attacks in this country."

36. How concerned are you about the chance that you personally might be the victim of a terrorist attack - does that worry you a great deal, somewhat, not too much or not at all?

	-----Concerned-----			-----Not concerned----			No opin.
	NET	Grt.deal	Somewhat	NET	Not much	At all	
9/8/04 RV	33	8	24	67	36	32	*
9/7/03	35	10	24	65	34	31	*
2/16/03	34	10	23	65	37	28	2
9/8/02	32	7	25	68	35	33	*

11/6/01 35 10 25 64 33 31 *

END