

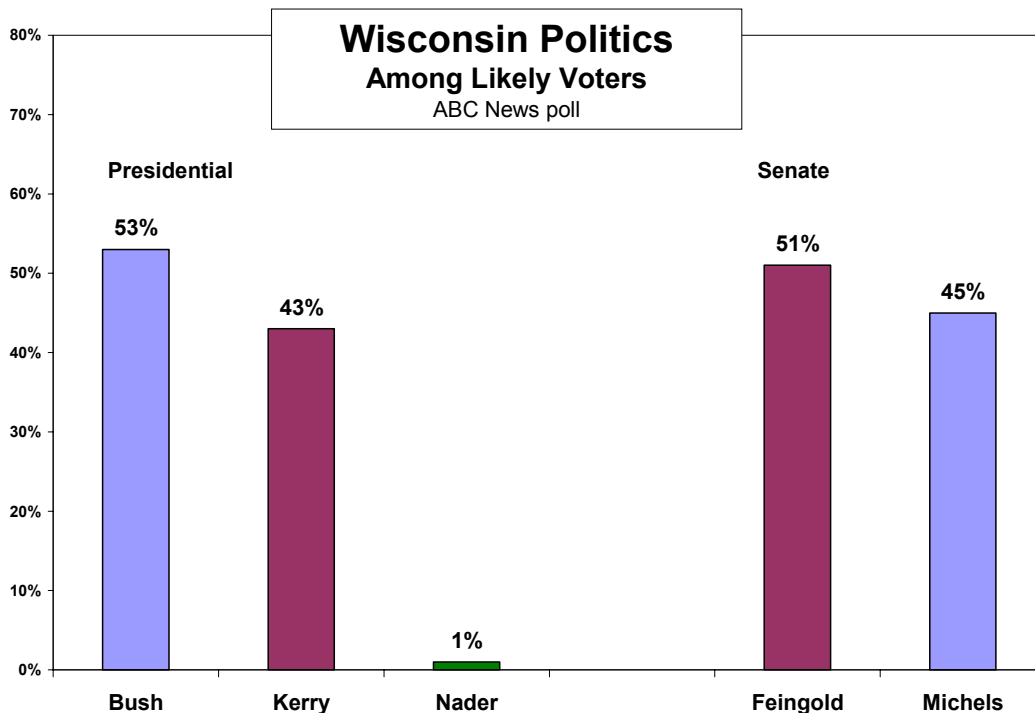
## **Better-Targeted Campaign Helps Boost Bush in Wisconsin**

Better targeting and strength in his cornerstone issues are boosting George W. Bush in Wisconsin, where the president's campaign shows more effective voter contact, and where he holds huge leads in terrorism, security, leadership and clarity.

Retail politics is helping Bush in two ways: Registered voters are six points more apt to have been contacted by his campaign than by John Kerry's, 25 to 19 percent. And six in 10 of those reached by Bush's campaign support him, while Kerry's supported by fewer than half of the Wisconsin voters his campaign has personally contacted.

As elsewhere, economic concerns work best for Kerry in Wisconsin. But here he only runs about evenly with Bush in trust to handle the economy, compared with an eight-point Kerry lead on the economy in an ABC News poll in Pennsylvania last week. And Bush hammers Kerry on a range of attributes, including personal favorability.

All told, this ABC News poll finds Bush leading Kerry by 53 to 43 percent among likely voters in Wisconsin, with one percent for Ralph Nader. (Nader is on the ballot for now. Excluding him it's a similar 54-44 percent Bush lead.) Among the broader group of all registered voters, it's 50-44-2 percent with Nader, and 51-45 percent without him.

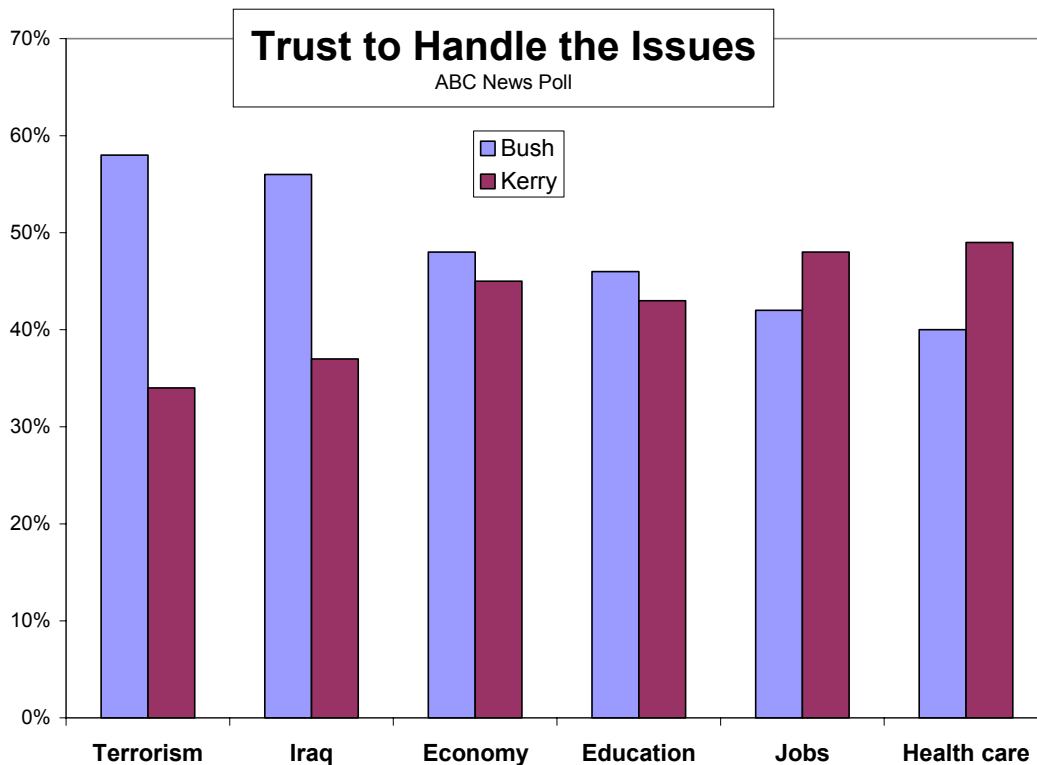


SENATE – Despite Bush’s lead in the presidential race, incumbent Democratic Sen. Russ Feingold holds a 51-45 percent advantage among likely voters over construction executive and former Army officer Tim Michels in their race. Feingold is lifted by support from nearly six in 10 women, and he’s wooing away close to two in 10 Bush supporters. Michels, though, leads by about 20 points among veterans.

ISSUES – As is the case nationally, there are vulnerabilities for Bush in Wisconsin that Kerry can try to exploit. About half of registered voters say the war in Iraq wasn’t worth fighting. A bare majority is dissatisfied with the way things are going in the country. More cite the economy than any other issue as most important in their vote, and Kerry leads on two economic measures – in trust to handle “creating jobs” and “helping the middle class.” Kerry also leads Bush by 49-40 percent in trust to handle health care, an issue that’s on par with terrorism in its importance to voters.

Most important issue (Wisconsin registered voters)					
Economy	Terrorism	Health care	Iraq	Education	Other
29%	19	18	16	5	9

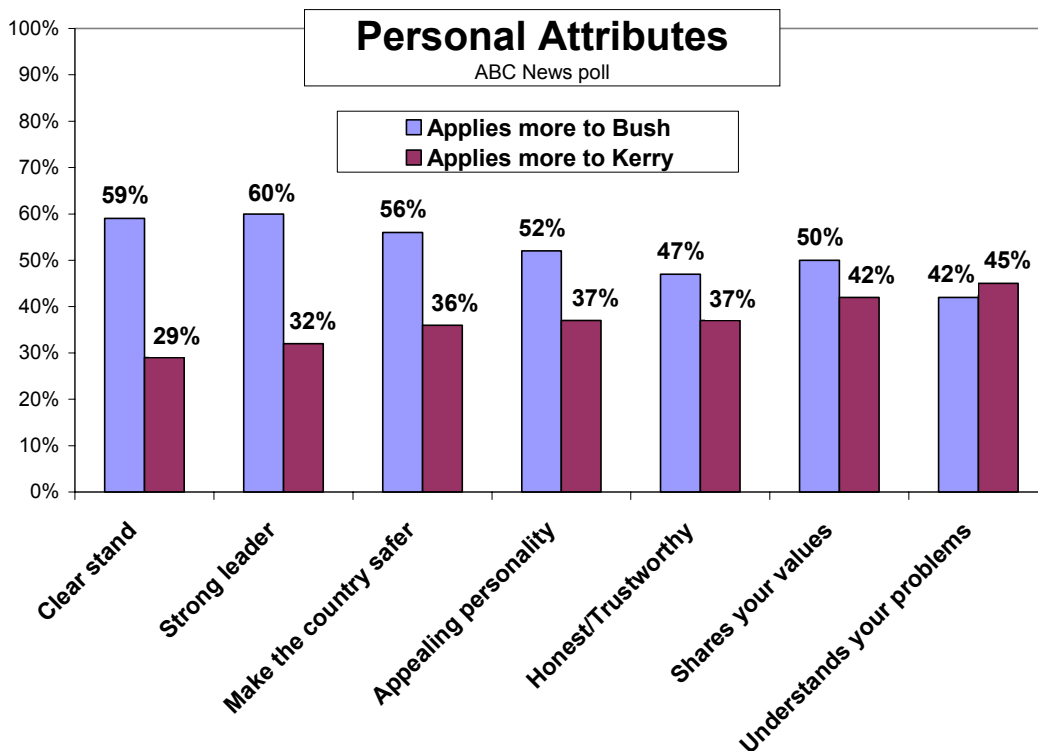
But while Kerry held an eight-point advantage in trust to handle the economy in an ABC News poll in Pennsylvania last week, in Wisconsin it’s Bush +3 (essentially even, given polling tolerances). And Kerry’s leads on health care, jobs and the middle class pale in comparison to Bush’s 24- and 19-point leads in trust to handle terrorism and Iraq. Indeed even a quarter of Democrats trust Bush over Kerry to handle terrorism.



Trust to handle:	-----Wisconsin-----		PA	National
	Bush-Kerry	Dif	(9/12)	(9/8)
Terrorism	58-34%	Bush +24	Bush +16	Bush +22
The situation in Iraq	56-37	Bush +19	Bush +6	Bush +16
Taxes	49-42	Bush +7	Bush +3	Bush +10
The economy	48-45	Bush +3	Kerry +8	Bush +4
Education	46-43	Bush +3	Kerry +5	Bush +4
Health care	40-49	Kerry +9	Kerry +14	Kerry +3
Helping the middle class	41-49	Kerry +8	Kerry +12	Kerry +5
Creating jobs	42-48	Kerry +6	Kerry +10	Kerry +2

ATTRIBUTES – Bush’s greatest advantages in Wisconsin, however, aren’t in issues but in personal attributes. He leads in seven of eight qualities tested in this poll, including double-digit leads in six of them. Kerry runs about evenly, +3, in one, empathy.

Some of these Bush leads are enormous: Registered voters in Wisconsin say by 20 to 30 points that he’s the stronger leader, will make the country safer and has taken a clearer stand on the issues. (Even among Democrats, 27 percent see Bush as the stronger leader and 24 percent say he’s taken clearer stands.) And Bush holds 10- to 15-point leads as the candidate with the more appealing personality, as a better commander-in-chief and on honesty. It’s Bush +8 on another attribute, "shares your values."



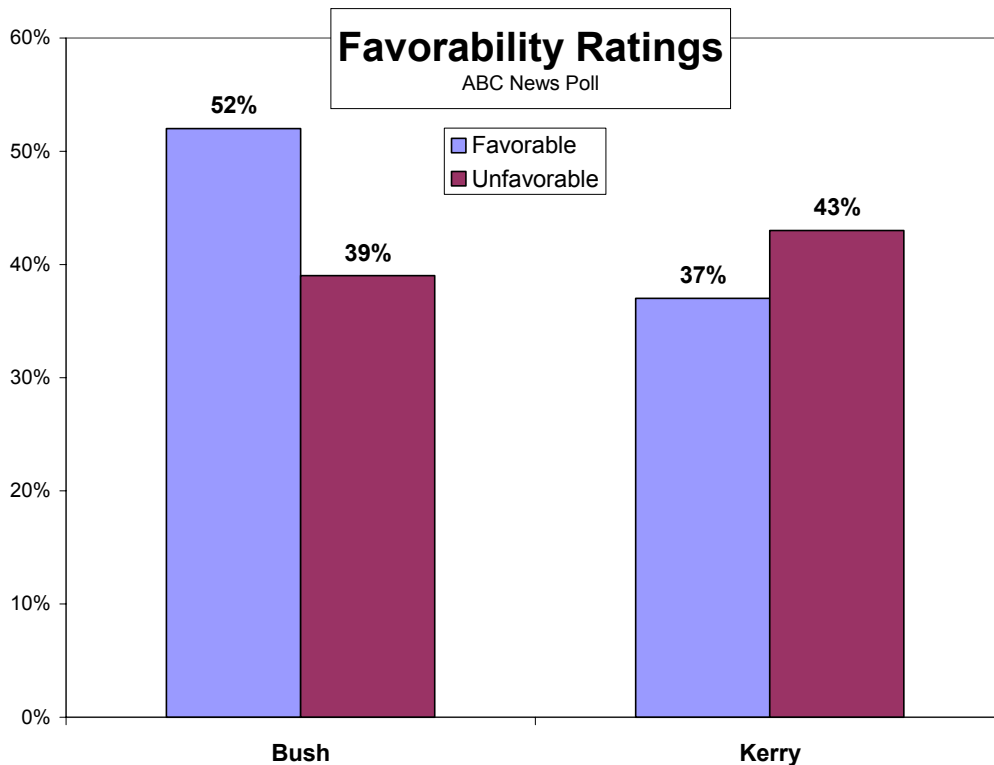
Bush’s advantage as a strong leader, on which he’s preferred by 60-32 percent over Kerry, is another in which his margin in Wisconsin is bigger than in ABC’s Pennsylvania

poll (and more like its level nationally in an ABC News/Washington Post poll Sept. 9). It matters: Wisconsinites by 55-37 percent say having a strong leader as president is more important to them than someone who understands their problems. And Bush wins support from seven in 10 of those who say a strong leader is more important.

Attributes:

	-----Wisconsin-----		PA	National
	Bush-Kerry	Dif	(9/12)	(9/8)
Clear stand on the issues	59-29%	Bush +30	Bush +20	Bush +27
Strong leader	60-32	Bush +28	Bush +17	Bush +27
Will make the country safer	56-36	Bush +20	Bush +12	Bush +19
Appealing personality	52-37	Bush +15	NA	NA
Better qualified to be commander-in-chief	54-40	Bush +14	Bush +1	Bush +13
Honest and trustworthy	47-37	Bush +10	Bush +3	Bush +13
Shares your values	50-42	Bush +8	=	Bush +8
Understands your problems	42-45	Kerry +3	Kerry +10	Bush +1

**FAVORABLES and STRENGTH** – Several other results in this poll underscore Kerry’s difficulties in Wisconsin. As was the case in the last national ABC/Post poll, he has a net negative personal favorability rating – just 37 percent of Wisconsin's registered voters have a positive impression of him, while 43 percent see him unfavorably.



Bush by contrast has a 52 percent favorability rating and 54 percent job approval among registered voters in Wisconsin. Indeed among likely voters, his job rating is 57 percent.

And enthusiasm for Kerry is weaker than for Bush. Thirty-nine percent of Kerry's supporters in this poll say they are “very enthusiastic” about him, compared with 51 percent of Bush’s.

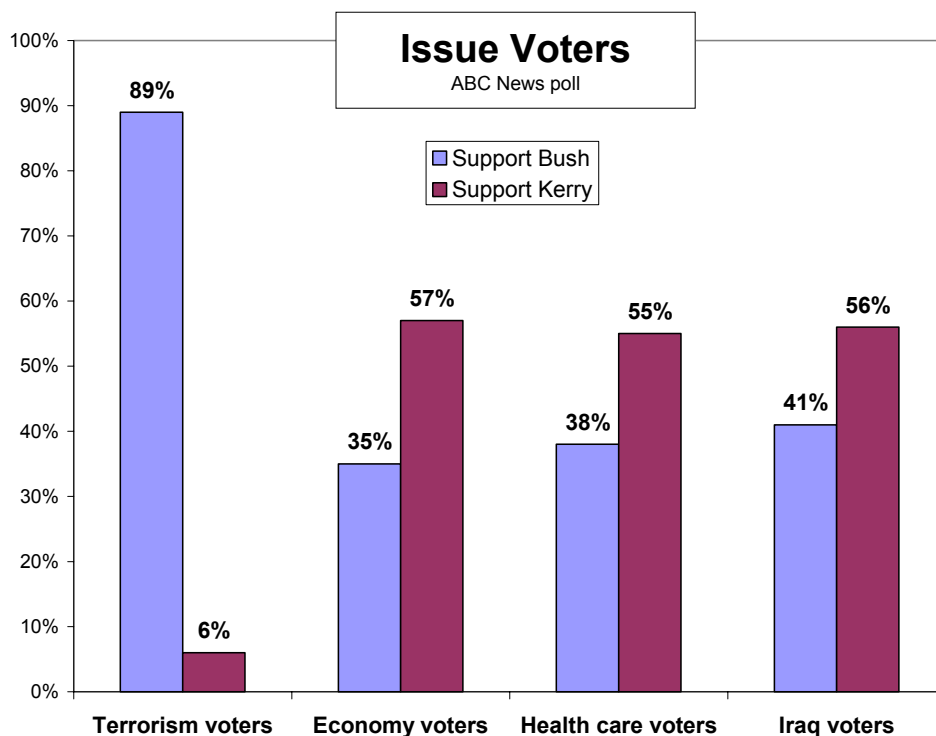
As has been the case nationally, most of Kerry’s support is more of an anti-Bush vote than a pro-Kerry one. Fifty-four percent of Kerry’s Wisconsin supporters say their vote is more against Bush than for Kerry. Eight in 10 Bush supporters, by contrast, are for him.

Forging change may be difficult. Fewer than two in 10 registered voters say there's a chance they'll change their mind, and it's just 14 percent among likely voters. And fewer – in the single digits – say there's a “good chance” they may change.

**DISSATISFIED** – As noted, 51 percent of registered voters are dissatisfied with the way things are going in the United States, 47 percent are satisfied. Among those who are dissatisfied, 17 percent support Bush; while a bit fewer of those who are satisfied, 11 percent, go to Kerry.

Similarly, 43 percent of registered voters say most people in Wisconsin have become worse off financially under Bush. But 15 percent of them support Bush nonetheless, and he holds huge advantages among those who say most people are better off, or the same.

**ISSUE VOTERS** – Kerry leads Bush by 15 to 22 points among Wisconsin voters who cite either Iraq, the economy or health care as the single most important issue in their vote. In that sense his appeal on issues can be said to be broader than Bush’s.



But Bush's is deeper: Among people who call terrorism their top issue, nearly nine in 10 back him. And Bush holds a 49-point lead among Wisconsin voters who say the country's safer now than it was before Sept. 11, 2001. Fifty-nine percent think so.

PARTY – Partisanship is one reason for the differences between Wisconsin and the race in Pennsylvania, where the overall contest was about even in last week's ABC News poll, 49-48 percent (Nader is not on the ballot). In Pennsylvania, 41 percent of likely voters identified themselves as Democrats, 36 percent as Republicans. In this poll in Wisconsin, by contrast, 35 percent of likely voters are Republicans, 29 percent Democrats.

Ultimate loyalties on Election Day remain to be seen; in the 2000 exit poll more Wisconsin voters were Democrats than Republicans, by a five-point margin, and in 1996 it was about even, +1 Democrat. Wisconsin has voted Democratic in the last four presidential elections; Al Gore won the state by 5,708 votes in 2000.

Party loyalty isn't the only reason Bush leads in Wisconsin, however. Among likely voters, independents – the quintessential swing-voter group – prefer him by 52-40 percent. (They make up 29 percent of likely voters in this poll.)

GROUPS – There's a gender gap among registered voters in Wisconsin – Bush has a 17-point lead among men, while Kerry has a slight four-point edge among women. But most women as well as most men (albeit by smaller margins), trust Bush over Kerry to handle terrorism, and say Bush is a stronger leader and has taken clearer stands on the issues.

There are also large regional differences, with Bush holding substantial leads in the northeastern part of the state and in the areas surrounding Milwaukee, while Kerry leads in the south and, by a smaller margin, in Milwaukee. The candidates are tied in the state's northwest.

	Vote preference:		
	Bush	Kerry	Diff
Milwaukee vicinity	65%	32	Bush +33
Northeast	62	33	Bush +29
Northwest	45	45	=
Milwaukee	42	50	Kerry +8
South	39	55	Kerry +16

Bush leads among white Catholics, another quintessential swing-voter group, who account for about a third of Wisconsin's registered voters. Fifty-four percent back him, 43 percent Kerry. By contrast, Gore barely edged out Bush among white Catholics in 2000, 49-48 percent.

Bush is supported by about two-thirds of Wisconsin's veterans, and comes close to Kerry among union households, a group he lost by 16 points to Gore in 2000. Union household turnout has been higher in recent presidential elections in Wisconsin than is reflected in this poll; boosting union turnout would help Kerry here – but not vastly, since he holds just a four-point lead in this group.

**LIKELY** – Likely voters in this poll account for 66 percent of Wisconsin’s adult population, identical to the state’s voter turnout in 2000. There are two quirks of election law in Wisconsin: Small-town residents are not required to register to vote, and residents can walk in and register on Election Day. Both were accounted for in this survey.

**METHODOLOGY** – This ABC News poll was conducted by telephone Sept. 16-19, 2004, among a random sample of 1,050 adults in Wisconsin, including 938 registered voters. The results have a three-point error margin for registered voters, 3.5 points for likely voters. Sampling, data collection and tabulation by TNS of Horsham, Pa.

Analysis by Dalia Sussman.

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.
9/19/04 WI RV	43	42	10	4	*
9/12/04 PA RV	47	37	9	7	*
9/8/04 NAT RV	45	40	10	4	1

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.
9/19/04 WI RV	86	8	4	2	*	*
9/12/04 PA RV	85	7	4	3	1	*
9/8/04 NAT RV	87	7	4	1	1	*

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.
9/19/04 WI	53	43	1	*	1	0	2
9/12/04 PA	49	46	2	*	1	*	2
9/8/04 NAT	52	43	2	*	1	0	2

Net Leaned Vote, Registered Voters:

	Bush	Kerry	Nader	Other (vol.)	Neither (vol.)	Would not vote	No op.
9/19/04 WI	50	44	2	*	1	1	2
9/12/04 PA	47	47	2	*	2	1	2
9/8/04 NAT	50	44	2	*	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	---Chance change mind--- NET	Good	Unlikely	No opin.
Registered voters:					
9/19/04 WI All	80	18	6	12	2
Bush	83	15	4	11	1
Kerry	80	19	7	12	2
9/12/04 PA All	83	15	6	9	2
Bush	82	15	8	7	3
Kerry	86	13	3	10	1
9/8/04 NAT All	84	14	6	8	2
Bush	88	11	5	6	1
Kerry	81	16	6	10	3

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, Likely Voters:

	Bush	Kerry	Write in Nader (vol.)	Other (vol.)	Neither (vol.)	Would not vote	No op.
9/19/04 WI	54	44	0	*	1	0	1
9/12/04 PA	49	48	*	*	1	*	1

Net Leaned Vote, Registered Voters:

	Bush	Kerry	Write in Nader (vol.)	Other (vol.)	Neither (vol.)	Would not vote	No op.
9/19/04 WI	51	45	0	*	2	1	1
9/12/04 PA	48	48	*	*	2	1	2

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

	For Bush	Against Kerry	No opinion
9/19/04 WI RV	80	20	1
9/12/04 PA RV	81	16	4
9/8/04 NAT RV	84	14	2

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

	For Kerry	Against Bush	No opinion
9/19/04 WI RV	43	54	3
9/12/04 PA RV	42	54	3
9/8/04 NAT RV	41	55	4



8. (and 8a) If the 2004 Wisconsin Senate election were being held today, would you vote for (Tim Michels, the Republican) or (Russ Feingold, the Democrat)?

Net Leaned Vote, Likely Voters:

	Michels	Feingold	Other (vol.)	Neither (vol.)	Would not vote	No op.
9/19/04	45	51	0	1	1	2

Net Leaned Vote, Registered Voters:

	Michels	Feingold	Other (vol.)	Neither (vol.)	Would not vote	No op.
9/19/04	42	53	0	1	1	3

9. 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 op.
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
9/19/04 WI RV	54	33	21	44	12	33	2
9/12/04 PA RV	51	30	21	47	10	37	2
9/8/04 NAT All	52	35	17	43	11	32	5
RV	52	38	14	45	11	33	3

10. 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.

9/19/04 - Summary Table - Registered voters

	Favorable	Unfavorable	No opinion
a. John Kerry	37	43	20
b. George W. Bush	52	39	9

Trend:

a. John Kerry

	Favorable	Unfavorable	No opinion
9/19/04 WI RV	37	43	20
9/12/04 PA RV	42	38	20
9/8/04 NAT RV	36	42	23

b. George W. Bush

	Favorable	Unfavorable	No opinion
9/19/04 WI RV	52	39	9
9/12/04 PA RV	48	43	9
9/8/04 NAT RV	51	39	11

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

	Satisfied	Dissatisfied	No opinion
9/19/04 WI RV	47	51	2
9/12/04 PA RV	44	54	1
9/8/04 NAT RV	49	49	2

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.
9/19/04 WI RV	19	16	29	5	18	9	3
9/12/04 PA RV	21	18	31	4	15	7	3
9/8/04 NAT RV	25	18	27	6	13	8	2

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

9/19/04 - Summary Table - Registered voters

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
a. The economy	48	45	1	3	4
b. The situation in Iraq	56	37	1	3	4
c. Education	46	43	1	3	7
d. The US campaign against terrorism	58	34	1	2	5
e. Health care	40	49	1	6	4
f. Taxes	49	42	1	5	4
g. Helping the middle class	41	49	*	5	4
h. Creating jobs	42	48	*	5	5

Trend:

a. The economy

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
9/19/04 WI RV	48	45	1	3	4
9/12/04 PA RV	42	50	1	3	4
9/8/04 NAT RV	47	43	1	4	5

b. The situation in Iraq

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
9/19/04 WI RV	56	37	1	3	4
9/12/04 PA RV	49	43	1	3	4
9/8/04 NAT RV	53	37	1	4	6

c. Education

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
9/19/04 WI RV	46	43	1	3	7
9/12/04 PA RV	43	48	*	3	6
9/8/04 NAT RV	46	42	1	5	6

d. The U.S. campaign against terrorism

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
9/19/04 WI RV	58	34	1	2	5
9/12/04 PA RV	54	38	1	3	4
9/8/04 NAT RV	57	35	1	3	4

e. Health care

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
9/19/04 WI RV	40	49	1	6	4
9/12/04 PA RV	38	52	1	4	5
9/8/04 NAT RV	42	45	1	5	8

f. Taxes

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
9/19/04 WI RV	49	42	1	5	4
9/12/04 PA RV	47	44	*	4	5
9/8/04 NAT RV	50	40	*	5	5

g. Helping the middle class

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
9/19/04 WI RV	41	49	*	5	4
9/12/04 PA RV	40	52	1	3	5
9/8/04 NAT RV	42	47	1	6	4

h. Creating jobs

	Bush	Kerry	Both (vol.)	Neither (vol.)	No opin.
9/19/04 WI RV	42	48	*	5	5
9/12/04 PA RV	40	50	*	5	5
9/8/04 NAT RV	43	45	1	6	6

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

9/19/04 - Summary Table - Registered voters

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
a. He is honest and trustworthy	47	37	3	11	2
b. He understands the problems of people like you	42	45	1	9	3
c. He is a strong leader	60	32	2	4	3
d. He will make the country safer and more secure	56	36	1	4	4
e. He shares your values	50	42	1	5	2
f. He's taken a clear stand on the issues	59	29	1	9	2
g. He has an appealing personality	52	37	3	7	2

Trend where available:

a. He is honest and trustworthy

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
9/19/04 WI RV	47	37	3	11	2
9/12/04 PA RV	44	41	2	10	3
9/8/04 NAT RV	48	35	3	11	4

b. He understands the problems of people like you

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
9/19/04 WI RV	42	45	1	9	3
9/12/04 PA RV	39	49	1	9	3
9/8/04 NAT RV	44	43	1	8	4

c. He is a strong leader

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
9/19/04 WI RV	60	32	2	4	3
9/12/04 PA RV	53	36	2	5	4
9/8/04 NAT RV	58	31	3	4	4

d. He will make the country safer and more secure

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
9/19/04 WI RV	56	36	1	4	4
9/12/04 PA RV	51	39	1	5	3
9/8/04 NAT RV	54	35	1	5	5

e. He shares your values

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
9/19/04 WI RV	50	42	1	5	2
9/12/04 PA RV	45	45	1	5	3
9/8/04 NAT RV	48	40	2	6	4

f. He's taken a clear stand on the issues

	Bush	Kerry	Both (vol.)	Neither (vol.)	No op.
9/19/04 WI RV	59	29	1	9	2
9/12/04 PA RV	53	33	3	7	3
9/8/04 NAT RV	56	29	3	9	3

g. No trend.

15. 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 op.
9/19/04 WI RV	55	37	7	*	*
9/8/04 NAT RV	57	30	10	1	2

16. 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.
9/19/04 WI RV	54	40	1	3	2
9/12/04 PA RV	48	47	1	2	2
9/8/04 NAT RV	53	40	1	3	3

17. 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?

9/19/04 - Summary Table - Among Leaned Bush/Kerry Supporters

	----Enthusiastic---			-----Not Enthusiastic-----			No op.
	NET	Very	Fairly	NET	Not too	Not at all	
a. Bush	92	51	41	8	7	1	*
b. Kerry	90	39	51	9	9	1	1

Trend:

	----Enthusiastic---			-----Not Enthusiastic-----			No op.
	NET	Very	Fairly	NET	Not too	Not at all	
Bush							
9/19/04 WI RV	92	51	41	8	7	1	*
9/12/04 PA RV	92	51	40	8	7	1	*
9/8/04 NAT RV	95	63	32	5	4	*	*

	----Enthusiastic---			-----Not Enthusiastic-----			No op.
	NET	Very	Fairly	NET	Not too	Not at all	
Kerry							
9/19/04 WI RV	90	39	51	9	9	1	1
9/12/04 PA RV	91	47	44	9	8	1	0
9/8/04 NET RV	85	39	46	14	10	4	1

18. 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	
9/19/04 WI RV	49	36	13	48	12	36	3
9/12/04 PA RV	46	32	14	50	13	37	3
9/8/04 NAT RV	51	38	13	45	10	34	4

19. 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			
9/19/04 WI RV	59	24	35	31	8	2
9/12/04 PA RV	58	24	34	32	7	3
9/8/04 NAT RV	64	26	38	28	5	3

20. Would you say most people in Wisconsin 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	About the same	No opinion
9/19/04 WI RV	12	43	42	3
9/12/04* PA RV	15	43	39	3
9/8/04** RV	19	42	37	3

\*"most Pennsylvanians"

\*\*"most Americans"

21. Have you personally been contacted by a representative of the (NAME) campaign, either by phone or in-person, asking you for your support, or not?

	-----Bush-----			-----Kerry-----		
	Yes	No	No op.	Yes	No	No op.
9/19/04 WI RV	25	74	1	19	80	1
9/12/04 PA RV	21	78	1	14	85	1

22. Have you seen or heard more TV and radio ads for (Bush), more TV and radio ads for (Kerry), or what?

	Bush ads	Kerry ads	Both equally (vol.)	Neither/Haven't seen any (vol.)	No op.
9/19/04 WI RV	16	18	56	5	4

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