

CBS NEWS POLL
The Fall Campaign Begins
September 6-8, 2004

q1 How much attention have you been able to pay to the 2004 Presidential campaign -- a lot, some, not much, or no attention so far?

Aug04a	** REGISTERED VOTERS **				%
	Total	Rep	Dem	Ind	
	%	%	%	%	%
A lot	51	56	51	44	48
Some	37	36	36	39	41
Not much	11	8	12	13	8
No attention so far	2	1	1	4	3
DK/NA	0	0	0	0	0

q2 Is your opinion of John Kerry favorable, not favorable, undecided, or haven't you heard enough about John Kerry yet to have an opinion?

Favorable	32	3	65	27	38
Unfavorable	41	75	9	40	34
Undecided	19	16	18	24	18
Haven't heard enough	7	5	8	7	9
Refused	1	1	0	2	1

q3 Is your opinion of George W. Bush favorable, not favorable, undecided, or haven't you heard enough about George W. Bush yet to have an opinion?

Favorable	47	89	11	43	43
Unfavorable	39	4	72	39	44
Undecided	12	7	14	14	11
Haven't heard enough	1	1	1	2	2
Refused	1	0	2	2	0

q4 How likely is it that you will vote in the 2004 election for President this November -- would you say you will definitely vote, probably vote, probably not vote, or definitely not vote in the election for President?

Definitely vote	88	92	90	80
Probably vote	11	7	9	16
Probably not vote	1	1	0	1
Definitely not vote	0	0	0	0
DK/NA	0	0	1	3

q5 If the 2004 presidential election were being held today and the candidates were John Kerry for President and John Edwards for Vice-President, the Democrats, and George W. Bush for President and Dick Cheney for Vice-President, the Republicans, would you vote for John Kerry and John Edwards or George W. Bush and Dick Cheney?

John Kerry	42	4	81	40	47
George W. Bush	50	90	11	49	44
Other (Vol.)	0	1	0	0	0

Won't vote (Vol.)	0	0	1	0	0
Depends (Vol.)	1	1	2	0	2
DK/NA	7	4	5	11	7

q7 Is your mind made up or is it still too early to say for sure?

** REGISTERED VOTERS **

Aug04a	Total	Kerry Voters	Bush Voters		
	%	%	%		%
Mind made up	78	83	86		77
Too early to say for sure	14	17	13		14
DK/NA	0	0	1		1
Didn't choose a candidate	8	0	0		8

q8 Would you describe your support for George W. Bush as strongly favoring him, or do you like him but with reservations, or do you support him because you dislike the other candidates?

** BUSH SUPPORTERS **

Jul04d					
Strongly favor	63	72	47	48	70
Like but with reservations	28	25	44	31	24
Dislike other candidates	7	1	9	18	6
DK/NA	2	2	0	3	0

q9 Would you describe your support for John Kerry as strongly favoring him, or do you like him but with reservations, or do you support him because you dislike the other candidates?

** KERRY SUPPORTERS **

Strongly favor	45	29	51	33	54
Like but with reservations	24	39	21	31	19
Dislike other candidates	29	23	27	34	25
DK/NA	2	9	1	2	2

q10 If the 2004 Presidential election were being held today, and the candidates were John Kerry for President and John Edwards for Vice-President, the Democrats; George W. Bush for President and Dick Cheney for Vice-President, the Republicans, and Ralph Nader for President and Peter Camejo for Vice-President, would you vote for John Kerry and John Edwards; George W. Bush and Dick Cheney; or Ralph Nader and Peter Camejo?

					Aug04
				a	
John Kerry	42	4	81	39	46
George W. Bush	49	91	11	48	45
Ralph Nader	1	1	1	2	1
Other (vol.)	0	0	0	1	0
Wouldn't vote (vol.)	1	0	1	1	1
Depends (vol.)	1	1	1	1	1
Don't know/No answer	6	3	5	8	6

*Question was not asked in states in which Ralph Nader will definitely not be on the ballot (Georgia, Illinois, Indiana, Maryland, Missouri, Montana, Oklahoma, Oregon and Virginia).

q12 Do you approve or disapprove of the way George W. Bush is handling his job as President?

	** TOTAL RESPONDENTS **				
	*** Party ID ***				
Aug04a	Total	Rep	Dem	Ind	
	%	%	%	%	%
Approve	50	92	15	44	46
Disapprove	43	5	80	43	45
DK/NA	7	3	5	13	9

q13 Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

Right direction	44	84	12	37	39
Wrong track	52	11	86	57	55
DK/NA	4	5	2	6	6

q14 Which ONE issue would you most like to hear the candidates for president discuss during the 2004 presidential campaign?

	** REGISTERED VOTERS **				
Economy and jobs	30	23	34	31	24
War in Iraq	15	9	19	17	20
Health Care/Medicare	13	11	15	12	12
Foreign Policy/Defense	5	9	5	4	6
Terrorism (general)	7	14	3	3	5
Education	4	4	2	5	5
Taxes/IRS	3	3	2	4	3
Abortion	2	2	2	2	2
Budget Deficit /Nat'l Debt	2	2	2	1	2
Security/Safety	2	3	1	1	1
Other	7	7	8	11	12
DK/NA	10	13	7	9	8

q15 How about the economy? Do you approve or disapprove of the way George W. Bush is handling the economy?

	** TOTAL RESPONDENTS **				
Approve	44	82	14	39	37
Disapprove	48	11	84	48	54
DK/NA	8	7	2	13	9

q16 Do you approve or disapprove of the way George W. Bush is handling the situation with Iraq?

Approve	45	83	15	40	40
Disapprove	48	11	81	50	54
DK/NA	7	6	4	10	6

q17 Do you approve or disapprove of the way George W. Bush is handling the campaign against terrorism?

Approve	62	92	36	59	53
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Disapprove	31	4	55	32	38
DK/NA	7	4	9	9	9

q18 How would you rate the condition of the national economy these days? Is it very good, fairly good, fairly bad, or very bad?

** TOTAL RESPONDENTS **					
*** Party ID ***					
Aug04a	Total	Rep	Dem	Ind	
	%	%	%	%	%
Very good	6	12	1	5	5
Fairly good	50	73	29	48	47
Fairly bad	30	10	47	32	32
Very bad	13	3	23	12	15
DK/NA	1	2	0	3	1

q19 Do you think the economy is getting better, getting worse, or staying about the same?

Better	28	53	8	24	25
Worse	27	6	48	25	30
Same	44	41	43	47	43
DK/NA	1	0	1	4	2

q20 Is your opinion of John Edwards favorable, not favorable, undecided, or haven't you heard enough about John Edwards yet to have an opinion?

** REGISTERED VOTERS**					
Favorable	34	14	58	27	35
Unfavorable	20	39	4	17	19
Undecided	14	15	14	14	13
Haven't heard enough	31	31	23	40	32
Refused	1	1	1	2	1

q21 Is your opinion of Dick Cheney favorable, not favorable, undecided, or haven't you heard enough about Dick Cheney yet to have an opinion?

Favorable	36	68	8	33	29
Unfavorable	33	5	61	32	37
Undecided	14	13	14	16	14
Haven't heard enough	16	14	16	18	19
Refused	1	0	1	1	1

q22 Do you think the policies of the Bush Administration have made the United States safer from terrorism, less safe from terrorism, or have the policies of the Bush Administration not affected the U.S.' safety from terrorism?

Aug04a					
Safer	57	90	28	54	51
Less safe	22	4	41	20	24
No effect	17	5	27	19	19
DK/NA	4	1	4	7	6

q24 Do you think George W. Bush has the same priorities for the country as you have, or not?

Has	47	82	13	47	44
Does not have	47	12	82	47	51
DK/NA	6	6	5	6	5

q25 Do you think George W. Bush says what he really believes most of the time, or does he say what he thinks people want to hear?

** REGISTERED VOTERS **

*** Party ID ***

Aug04a	Total	Rep	Dem	Ind	
	%	%	%	%	%
Says what he believes	56	87	28	53	52
People want to hear	40	11	65	43	43
DK/NA	4	2	7	4	5

q26 Do you think George W. Bush has strong qualities of leadership, or not?

Has	64	96	33	63	59
Does not have	34	3	64	33	39
DK/NA	2	1	3	4	2

q28 Regardless of how you intend to vote, do you think of George W. Bush as someone who stands up for what he believes in, or don't you?

Yes	80	97	63	81
No	18	2	35	15
DK/NA	2	1	2	4

q29 Do you think John Kerry has the same priorities for the country as you have, or not?

Has	38	11	70	33	43
Does not have	48	79	16	51	42
DK/NA	14	10	14	16	15

q30 Do you think John Kerry says what he really believes most of the time, or does he say what he thinks people want to hear?

Says what he believes	32	8	60	26	34
What people want to hear	59	85	31	63	57
DK/NA	9	7	9	11	9

q31 Do you think John Kerry has strong qualities of leadership, or not?

Has	51	22	83	45	60
Does not have	40	68	11	42	32
DK/NA	9	10	6	13	8

q33 Regardless of how you intend to vote, do you think of John Kerry as someone who stands up for what he believes in, or don't you?

Yes	56	25	85	57
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No	36	66	10	33
DK/NA	8	9	5	10

q34 Do you have confidence in George W. Bush's ability to deal wisely with an international crisis, or are you uneasy about his approach?

Confidence	51	87	18	49	46
Uneasy	47	11	81	47	52
DK/NA	2	2	1	4	2

q35 If George W. Bush is re-elected President in November, how much confidence do you have that he would make the right decisions when it comes to protecting the country from terrorist attack -- a lot, some, not much, or none at all?

** REGISTERED VOTERS **

*** Party ID ***

Aug04a	Total	Rep	Dem	Ind	
	%	%	%	%	%
A lot	47	84	17	41	43
Some	26	14	31	34	26
Not much	12	2	24	11	14
None at all	14	0	27	13	16
DK/NA	1	0	1	1	1

q36 Do you have confidence in George W. Bush's ability to make the right decisions about the nation's economy, or are you uneasy about his approach?

Confidence	41	77	10	35	40
Uneasy	56	19	87	59	57
DK/NA	3	4	3	6	3

q37 What do you think George W. Bush has been spending more time doing in his campaign -- explaining what he would do as president or attacking John Kerry?

Explaining	49	76	30	41	44
Attacking	41	14	62	47	43
Don't know/No answer	10	10	8	12	13

q38 Do you think George W. Bush has made it clear what he wants to accomplish in the next four years as president?

Yes	54	80	33	51
No	40	16	63	41
DK/NA	6	4	4	8

q40 Do you have confidence in John Kerry's ability to deal wisely with an international crisis, or are you uneasy about his approach?

Confidence	35	5	65	33	41
Uneasy	57	89	25	59	49
DK/NA	8	6	10	8	10

q41 If John Kerry is elected President in November, how much confidence do you have that he would make the right decisions when it comes to protecting the country from terrorist attack -- a lot, some, not much, or none at all?

A lot	26	3	53	20	32
Some	34	28	36	40	39
Not much	20	34	7	20	15
None at all	17	32	3	16	11
DK/NA	3	3	1	4	3

q42 Do you have confidence in John Kerry's ability to make the right decisions about the nation's economy, or are you uneasy about his approach?

** REGISTERED VOTERS **

*** Party ID ***

Aug04a	Total	Rep	Dem	Ind	
	%	%	%	%	%
Confidence	42	10	77	38	48
Uneasy	52	83	21	52	45
DK/NA	6	7	2	10	7

q43 What do you think John Kerry has been spending more time doing in his campaign -- explaining what he would do as president or attacking George W. Bush?

Explaining	42	21	67	37	47
Attacking	47	68	21	52	42
Don't know/No answer	11	11	12	11	11

q44 Do you think John Kerry has made it clear what he wants to accomplish in the next four years as president?

Yes	40	16	65	36
No	55	77	30	59
DK/NA	5	7	5	5

q45 From what you know, how would you describe former President Bill Clinton's involvement in John Kerry's campaign? Would you say he is too involved, not involved enough, or is his involvement about right?

Too involved	11	18	5	10
Not involved enough	18	11	26	18
About right	50	44	58	48
DK/NA	21	27	11	24

q46 Compared to previous presidential elections, do you think this year's election for President is more important, less important, or about as important?

Jul04d					
More	73	67	81	70	72
Less	1	0	1	2	0
About as important	26	32	18	28	27
DK/NA	0	1	0	0	1

q47 Looking back, do you think the United States did the right thing in taking military action against Iraq, or should the U.S. have stayed out?

** TOTAL RESPONDENTS **

Aug04a					
Right thing	52	85	22	52	49
Stay out	41	11	70	40	44
Don't know/No answer	7	4	8	8	7

q48 Do you think of the war with Iraq as part of the war on terrorism, or do you think of it as separate from the war on terrorism? IF YES, ASK: Is it a major part of the war on terrorism, or a minor part of the war on terrorism?

Aug04a	** TOTAL RESPONDENTS **				%
	Total	Rep	Dem	Ind	
	%	%	%	%	%
Major part	41	67	23	34	38
Minor part	13	16	7	16	12
Not part	41	11	66	44	44
DK/NA	5	6	4	6	6

q49 As a result of the United States' military action against Iraq, do you think the threat of terrorism against the United States has increased, decreased, or stayed about the same?

Increased	41	20	62	41	43
Decreased	18	37	5	12	16
Stayed about the same	39	41	32	43	40
DK/NA	2	2	1	4	1

q59 Have you yourself ever served in the U.S. armed forces or the U.S. reserves?

	TOTAL RESPONDENTS
	%
Yes	16
No	84
DK/NA	0

q60 Some people think of themselves as evangelical or born again Christians. Do you ever think of yourself in either of these ways?

	HALF SAMPLE A
Yes	27
No	72
DK/NA	1

q62 Would you say you attend religious services every week, almost every week, once or twice a month, a few times a year, or never?

	TOTAL RESPONDENTS
Every week	28
Almost every week	12
Once or twice a month	16
A few times a year	27
Never	16
DK/NA	1

	<u>UNWEIGHTED</u>	<u>WEIGHTED</u>
Total Respondents	1,058	
Total Republicans	368	340
Total Democrats	336	354

Total Independents	354	365
Total Registered Voters	909	889