

**CBS NEWS POLL**  
**After the Democratic Convention**  
**July 30 - August 1, 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?

	* REGISTERED VOTERS *				Jul04c 7/11-15
	Total	*** Party ID ***			
	%	Rep %	Dem %	Ind %	%
A lot	48	46	50	49	47%
Some	37	45	38	28	36
Not much	11	7	12	16	10
No attention so far	3	1	1	7	6
DK/NA	0	1	0	0	1

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	39	7	71	39	36
Unfavorable	33	72	4	24	33
Undecided	20	16	18	27	20
Haven't heard enough	7	5	7	10	9
Refused	0	0	0	0	2

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	40	83	8	30	41
Unfavorable	43	8	77	44	45
Undecided	14	9	14	20	12
Haven't heard enough	2	1	1	5	1
Refused	1	0	0	1	1

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	89	94	91	83
Probably vote	9	6	7	12
Probably not vote	1	0	0	4
Definitely not vote	1	0	1	1
DK/NA	0	0	0	0

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? [CANDIDATE NAMES WILL ROTATE]

John Kerry	49	7	88	52	49
George W. Bush	43	88	8	35	44
Other (Vol.)	0	0	0	1	1
Won't vote (Vol.)	0	0	0	1	1
Depends (Vol.)	2	1	1	3	2
DK/NA	5	4	4	8	7

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

AMONG THOSE WHO MADE A CHOICE IN Q5

	Total	Kerry/ Edwards Supporters	Bush/ Cheney Supporters	Jul04c 7/11-15
Mind made up	82	80	84	79
Too early to say for sure	18	20	16	20
DK/NA	0	0	0	1

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

Strongly favor	60	70	--	36	60
Like but with reservations	31	24	--	50	30
Dislike other candidates	8	6	--	10	8
DK/NA	1	0	--	4	2

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	47	--	54	35	41
Like but with reservations	23	--	19	30	31
Dislike other candidates	28	--	25	31	27
DK/NA	2	--	2	4	1

q10 If the 2004 Presidential election were being held today, and the candidates were John Kerry, the Democrat, George W. Bush, the Republican, and Ralph Nader, would you vote for John Kerry, George W. Bush, or Ralph Nader?

\* REGISTERED VOTERS \*

John Kerry	48	9	85	50	45
George W. Bush	43	88	7	33	42
Ralph Nader	3	1	2	7	5
Other (vol.)	0	0	0	0	0
Wouldn't vote (vol.)	0	0	0	1	1
Depends (vol.)	1	0	2	2	2
DK/NA	5	2	4	7	5

q11 Do you approve or disapprove of the way George W. Bush is handling his job as President?

	** TOTAL RESPONDENTS **				
	*** Party ID ***				Jul04c
	Total	Rep	Dem	Ind	7/11-15
	%	%	%	%	%
Approve	44	87	12	37	45
Disapprove	49	10	81	51	48
DK/NA	7	3	7	12	7

q12 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	36	72	10	30	36
Wrong track	59	23	87	63	56
DK/NA	5	5	3	7	8

q13 How about the economy? Do you approve or disapprove of the way George W. Bush is handling the economy?

Approve	39	78	13	30	42
Disapprove	54	16	82	59	51
DK/NA	7	6	5	11	7

q14 Do you approve or disapprove of the way George W. Bush is handling the situation with Iraq?

Approve	38	73	9	35	37
Disapprove	55	21	85	54	58
DK/NA	7	6	6	11	5

q15 Do you approve or disapprove of the way George W. Bush is handling the campaign against terrorism?

Approve	52	84	25	50	51
Disapprove	41	12	67	40	43
DK/NA	7	4	8	10	6

q16 How would you rate the condition of the national economy these days? Is it very good, fairly good, fairly bad, or very bad?

					Jun04a
Very good	3	8	1	2	4
Fairly good	52	77	32	50	54
Fairly bad	30	11	44	32	30
Very bad	13	2	22	12	11
DK/NA	2	2	1	4	1

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 **				
	*** Party ID ***				Jul04c
	Total	Rep	Dem	Ind	7/11-15
	%	%	%	%	%
Favorable	35	12	59	34	35
Unfavorable	18	41	2	11	13
Undecided	13	14	9	18	13
Haven't heard enough	33	33	29	37	39
Refused	1	0	1	0	0

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	31	65	7	22	28
Unfavorable	35	8	57	40	37
Undecided	15	13	16	18	17
Haven't heard enough	18	14	20	20	17
Refused	1	0	0	0	1

q22 Is your opinion of Teresa Heinz Kerry favorable, not favorable, undecided, or haven't you heard enough about Teresa Heinz Kerry yet to have an opinion?

					May04b
Favorable	26	9	48	20	12
Unfavorable	23	48	5	17	9
Undecided	12	9	11	15	16
Haven't heard enough	38	32	36	46	62
Refused	1	2	0	2	1

q23 Suppose you were voting only for Vice President and not for President? If the 2004 Vice Presidential election were being held today, would you vote for John Edwards, the Democratic candidate, or for Dick Cheney, the Republican candidate? [CANDIDATE NAMES AND WILL ROTATE]

John Edwards	52	11	86	58
Dick Cheney	38	82	7	26
Neither/Other (vol.)	2	1	0	4
Wouldn't vote (vol.)	1	1	0	1
Don't know/No answer	7	5	7	11

q24 Suppose you were voting only for President and not for Vice President? If the 2004 Presidential election were being held today, would you vote for John Kerry, the Democratic candidate, or for George W. Bush, the Republican candidate? [CANDIDATE NAMES AND WILL ROTATE]

John Kerry	51	8	90	55
George W. Bush	44	89	7	37
Neither/Other (vol.)	1	0	0	2
Don't know/No answer	4	3	3	6

q25 How much do you think George W. Bush cares about the needs and problems of people like yourself --- a lot, some, not much, or not at all?

\*\* REGISTERED VOTERS \*\*  
 \*\*\* Party ID \*\*\*

	Total	Rep	Dem	Ind	Jun04a
	%	%	%	%	%
A lot	29	61	7	19	27
Some	30	30	24	35	30
Not much	19	4	30	25	22
Not at all	20	4	38	19	20
DK/NA	2	1	1	2	1

q26 Do you think George W. Bush has the same priorities for the country as you have, or not?

Has	41	82	8	32	41
Does not have	55	13	89	64	55
DK/NA	4	5	3	4	4

q27 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?

Says what he believes	48	82	17	44	58
Says what people want to hear	48	14	78	51	35
DK/NA	4	4	5	5	7

q28 Do you think George W. Bush has more honesty and integrity than most people in public life? IF NO ASK: Do you think George W. Bush has less honesty and integrity than most people in public life or about the same honesty and integrity as most people in public life?

					Feb04b
Yes, has more	39	77	10	31	50
Less	25	4	47	22	14
Same	27	12	35	34	25
DK/NA	9	7	8	13	11

q29 Do you think George W. Bush has strong qualities of leadership, or not?

					Mar04a
Has	58	92	29	55	67
Does not have	38	7	68	39	32
DK/NA	4	1	3	6	1

q30 Do you think George W. Bush's presidency has brought different groups of Americans together, or do you think it has divided them?

					Jun04a
Brought groups together	31	54	13	28	32
Divided them	55	28	80	56	51
DK/NA	14	18	7	16	7

q31 Whether or not you approve of his policies, do you think of George W. Bush as someone you would like personally?

\*\* REGISTERED VOTERS \*\*

\*\*\* Party ID \*\*\*

	Total	Rep	Dem	Ind	Apr04d
	%	%	%	%	%
Yes	53	89	22	48	57
No	39	5	70	41	37
DK/NA	8	5	8	11	6

q32 How much do you think John Kerry cares about the needs and problems of people like yourself --- a lot, some, not much, or not at all?

					Jun04a
A lot	32	15	57	23	24
Some	40	38	34	50	40
Not much	14	23	5	14	19
Not at all	8	16	2	6	9
DK/NA	6	8	2	7	8

q33 Do you think John Kerry has the same priorities for the country as you have, or not?

Has	47	14	81	46	42
Does not have	40	75	9	38	47
DK/NA	13	11	10	16	11

q34 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	35	10	60	33	34
Says what people want to hear	57	84	31	57	55
DK/NA	8	6	9	10	11

q35 Do you think John Kerry has more honesty and integrity than most people in public life? IF NO ASK: Do you think John Kerry has less honesty and integrity than most people in public life or about the same honesty and integrity as most people in public life?

Yes, has more	38	16	63	35
Less	14	28	3	12
Same	30	37	19	36
DK/NA	18	19	15	17

q36 Do you think John Kerry has strong qualities of leadership, or not?

					Mar04a
Has	58	30	85	59	61
Does not have	30	59	6	26	27
DK/NA	12	11	9	15	12

q37 Do you think John Kerry would bring different groups of Americans together, or do you think he would divide them?

Brought groups together	53	22	84	54
Divided them	29	55	7	25
DK/NA	18	23	9	21

q38 Whether or not you approve of his policies, do you think of John Kerry as someone you would like personally?

	** REGISTERED VOTERS **				Apr04d
	*** Party ID ***				
	Total	Rep	Dem	Ind	
	%	%	%	%	%
Yes	52	24	78	55	48
No	34	63	12	28	33
DK/NA	14	13	10	17	19

q43 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 **				Jul04c
					7/11-15
Right thing	45	77	20	43	45
Stay out	47	18	71	47	51
Don't know/No answer	8	5	9	10	4

q44 How would you say things are going for the U.S. in its efforts to bring stability and order to Iraq? Would you say things are going very well, somewhat well, somewhat badly, or very badly?

Very well	5	12	2	2	4
Somewhat well	38	59	21	36	39
Somewhat badly	31	21	39	32	28
Very badly	23	7	36	25	28
DK/NA	3	1	2	5	1

q45 Do you have confidence in George W. Bush's ability to deal wisely with an international crisis, or are you uneasy about his approach?

	** REGISTERED VOTERS **				Jun04a
Confidence	43	83	14	32	44
Uneasy	55	15	84	65	54
DK/NA	2	2	2	3	2

q46 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?

A lot	41	77	14	32	41
Some	27	18	28	34	30
Not much	17	3	28	19	16
None	15	2	28	14	12
DK/NA	0	0	2	1	1

q47 Do you have confidence in John Kerry's ability to deal wisely with an international crisis, or are you uneasy about his approach?

Confidence	39	11	69	35	33
Uneasy	50	80	19	51	52
DK/NA	11	9	12	14	15

q48 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?

	** REGISTERED VOTERS **				Jun04a
	*** Party ID ***				
	Total	Rep	Dem	Ind	
	%	%	%	%	%
A lot	28	6	54	23	27
Some	42	34	39	54	41
Not much	17	38	3	11	17
None	10	19	2	8	12
DK/NA	3	3	2	4	3

q49 Is your family financially better off today than it was four years ago before George W. Bush became president, is it worse off financially, or is it about the same as it was then?

					Jun04a*
Better	24	47	7	19	16
Worse	28	6	49	29	27
About the same	46	45	43	51	56
DK/NA	2	2	1	1	1

\*Trend is among total respondents.

q50 Do you think the Republicans have a clear plan for the country, or don't they have a clear plan for the country?

					Jul04c 7/11-15
Have a clear plan	45	73	24	40	43
Do not have a clear plan	44	19	67	47	48
DK/NA	11	8	9	13	9

q51 Do you think the Democrats have a clear plan for the country, or don't they have a clear plan for the country?

Have a clear plan	44	26	68	39	36
Do not have a clear plan	40	60	17	44	51
DK/NA	16	14	15	17	13

q52 Did you watch any of the television coverage of the Democratic convention?

Yes	75	69	80	77
No	25	30	20	23
DK/NA	0	1	0	0

q53 Did you watch or listen to any of John Kerry's acceptance speech on Thursday night?

	VOTERS WHO WATCHED DEM. COVENTION			
Yes	68	60	75	67
No	32	40	25	33
DK/NA	0	0	0	0



q54 Did what you saw of the Democratic convention affect your opinion of John Kerry? IF YES, ASK: Did it make you think better of him or worse of him?

VOTERS WHO WATCHED DEM. COVENTION

\*\*\* Party ID \*\*\*

	Total	Rep	Dem	Ind
	%	%	%	%
Not Changed Opinion	53	62	42	57
Better	35	12	55	33
Worse	11	24	3	8
DK/NA	1	2	0	2

q64 Compared to previous presidential elections, do you think this year's election for President is more important, less important, or about as important?

\*\* REGISTERED VOTERS \*\*

More	72	70	80	64
Less	0	0	1	0
About as important	27	29	18	34
DK/NA	1	1	1	2

	<u>UNWEIGHTED</u>	<u>WEIGHTED</u>
Total Respondents	1052	
Total Republicans	347	328
Total Democrats	354	375
Total Independents	351	349
Registered Voters	881	837