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THE PRESIDENTIAL RACE ENTERING THE FINAL WEEK
by G. Donald Ferree, Jr.

Roughly one week before the election, Wisconsin, still clearly belongs in the "battleground" category. Among 545 likely voters interviewed from Saturday October 23 to Wednesday October 27, inclusive, President Bush holds a very small three point lead, but his margin over Massachusetts Senator John Kerry is so small that, considering the "margin of error" of just over four percentage points, evidence is not persuasive enough to be confident that this apparent lead among the sample reflects a corresponding real advantage in the population. (It is more likely that Bush would be ahead than that he would be behind, but enough uncertainty remains that one should not count on the reality of a Bush lead).

Specifically, when likely voters were reminded of the fact that Bush, Kerry, and Nader would be on the ballot, and asked as of now which one they planned to vote for, 45% opted for Bush, 42% for Kerry, and 3% for Nader. Those who did say they would vote for one of them were asked "if you had to make up your mind among these three, as of now who would you prefer." A small proportion of voters could be induced to state a tentative preference, with net results of 48% for Bush, 45% for Kerry, and 3% for Nader. A final push asked those in neither major party camp to choose between Bush and Kerry. This gained each man another point, producing a 49% to 46% neck and neck race.

If one looks at those persons who, after the political series was asked said they were at least probably going to vote, the results (49% Bush, 44% Kerry, 3% Nader on the pushed preference) were essentially the same, as was the case if one included those who said they were absolutely certain, among whom the margin was four points. None of these presents strong enough evidence for one to be confident that Bush enjoys a real lead among the likely voting population overall.

The candidate coalitions (shown in the detailed tables following this summary) do not differ sharply in terms of a number of characteristics. Thus, very similar proportions report that they are strongly for their candidate, as opposed to not so strongly for him. Roughly nine in ten of each camp say they are "pretty sure to vote" in accordance with their preference rather than that "you might change your mind between now and the election." Only about one in six said that there was a time earlier in the campaign when they would have made another choice.

On two dimensions there are small differences. Seven in ten of those who prefer Bush over Kerry say they are more FOR their candidate instead of more

AGAINST others. Among those backing Kerry over Bush, the corresponding proportion is one in two. Over eight in ten of those in Bush's camp say they made up their mind either before the conventions or in the period between the conventions and the debates. About three Kerry backers said the same, but they were half again as likely as Bush backers to say they had made up their minds either after the debates or in the past few days. Around three in four (just over that for Bush, just under that for Kerry) said they felt it made a lot of difference who got elected this year.

Throughout this campaign, there have been two different threads: one a referendum on George Bush's performance; one the question whether people would prefer Kerry specifically to be in the White House.

On the former, Bush shows weakness. His job ratings (15% excellent, 32% good, 21% fair, 31% poor) are mediocre, and have not markedly improved during the campaign. When the focus turns either to the economy (10% excellent, 25% good, 27% fair, 37% poor) or dealing with Iraq (18% excellent, 26% good, 17% fair, 38% poor), the picture appears less positive. It is only on dealing with terrorism (26% excellent, 33% good, 20% fair, 21% poor) where his specific ratings clearly exceed overall perceptions. (As may be seen in the detailed tables, there are sharp differences between the candidate coalitions on each of these dimensions, with those backing Bush taking a clearly more positive stance than those backing Kerry).

On the generic question whether one wants to see Bush re-elected or someone else in the White House, opinion is split, with 46% saying "yes" and 50% "no". These answers relate strongly to voting preference with more than ninety percent of those backing Bush saying he should have another term, and even a higher proportion of Kerry backers saying the President should be replaced.

But this is not the same as feeling that John Kerry should be that replacement, which is where the imperfect relationship between the two different threads of the campaign come into play. Thus, for instance, on balance Wisconsin voters narrowly are more likely to have an overall favorable impression than an unfavorable view by 52% to 42%. But the parallel question about Kerry produces an even split (46% favorable, 45% unfavorable overall). So Kerry in the abstract fails to look at least as good as Bush in the abstract.

Each man brings baggage to the final choice, as may be seen in the results from a series of questions asking voters whether a number of phrases accurately describe either candidate by himself, both or neither.

Thus, if the issue is whether he "has been unfairly attacking his opponent", overall roughly one in four (25%) say this applies to Bush alone, but at least as many (28%) say it fits Kerry but not Bush. Tellingly, four in ten (39%) say both men have been doing this, while only a handful (5%) think neither has (half of each man's backers say the opponent has uniquely been making unfair attacks while about four in ten think both have).

Kerry has only a slight advantage, if that (40%-33%) as being someone who "understands the problems ordinary people face". Only small groups think this applies either to both or to neither man, meaning that they do not see a distinction between them.

The challenger also has a most a small advantage (44%-36%) when it comes to "will improve the US economy" or "will deal well with the federal budget (42%-32%). He does best (50%-27%) on "will protect the environment", but ties Bush (40%-40%) on whether he "will make the US respected in the world". An

underlying theme here is that, despite misgivings about Bush, the public seems unclear that Kerry would be a distinct improvement.

And there are areas, where Bush does quite well in the comparison. By 40%-27% Wisconsin voters think Bush "can be counted on to keep campaign promises. Results are clearer if the focus is on whether one "has a consistent record on the issues", which cuts to Bush's advantage by 51%-21%. Almost as large a distinction is found on whether either man "will protect the United States from terrorism" where just under half (48%) think this description applies uniquely to Bush, and half as many (24%) think it applies to Kerry but not the President. On each of these, supporters of each candidate tend to think the description applies to their man, but the proportion so feeling among Bush backers is higher than is the corresponding sentiment among those in Kerry's camp. The opposite pattern holds for the economy, the federal budget, and protecting the environment.

Another complicating factor is the war in Iraq, where Bush's natural constituency seems more unified than does Kerry's, among whom there is more dissension. Overall, six in ten continue to feel "the United States originally did the right thing in threatening war if Saddam Hussein refused to give up any weapons of mass destruction he might have had. Bush backers overwhelmingly feel this way, while Kerry backers come down on the other side, but by about two to one.

When they were reminded that there had been a series of UN resolutions against Iraq but none explicitly authorizing war, the public splits 55%-40% in supporting or opposing the US decision to attack. Bush's camp is stronger in support than Kerry's is in opposition. Relatedly just over half say it would ultimately have been either very likely or somewhat likely that the US "would eventually have been attacked with Iraqi weapons of mass destruction." Kerry backers discount this threat much more sharply than do backers of Bush.

Voters also split on the impact of the war in Iraq on the risk of terrorism in the world. Overall, by about three to two (42%-30%) those interviewed said that the US decision to attack Iraq would reduce rather than increase the terror risk. Those in either camp come down on average on opposite sides, but sentiment among Bush's backers is more onesidedly that risks have been cut than the opposite sense is among Kerry backers. The general assessments of the war follow a similar pattern, with about six in ten Bush backers calling the war either a complete success or mostly a success, while even more Kerry backers say it was a complete or partial failure.

WMD specifically, on which topic Kerry has been strongly on the attack, show interesting patterns. Overall, using a question which has been on Badger Polls™ for some time, the public is split as to the meaning of the lack of evidence for WMD. Overall, the largest single group (43%) feels "they remain hidden somewhere", a sentiment endorsed by six Bush backers in ten but also by one fourth of Kerry backers. One in seven (14%) thinks the Iraqis secretly destroyed them. One in three voters believes the US was wrong about the existence of WMD, but even among Kerry backers, this proportion (at six in ten) is far from unanimous.

There has been some erosion in whether "if the US government had thought the Iraqis didn't actually have weapons of mass destruction anymore" it was "a good idea to go to war with Iraq for other reasons, a bad idea" or whether respondents did not have an opinion. The three in four who do state a view come down three to two that it was a bad idea, but this is far from a full denunciation of the war, and half of Bush's camp believes there was other

justification, while three fourths of Kerry backers think the war was not a good idea.

One crucial point however, has to do with Bush's credibility. Some seven in ten, once reminded that Bush had "said that Iraq had weapons of mass destruction which would pose a real threat to the US", believed that when he said this HE believed it was true. This tends to pull the wind out of the sails of those who say Bush consciously lied to get the US into war. It also suggests a tightrope. The notion that faulty intelligence led us to war is a much easier "sell" than the notion that Bush deliberately misled the population.

A final set of items shows how complicated the electoral landscape is as we were about to enter the final week. While three in ten think a President Kerry would also have gone to war in Afghanistan and deposed the Taliban, half believe that the Taliban would still be in place had Kerry been in the White House. Similarly, only one in eight think Kerry would have gone to war in Iraq. Three in four believe Hussein would be in power under a President Kerry. On the key issue of getting more international support, which is at the heart of Kerry's plan to win the war on terror and to deal with Iraq, the public overall is not more likely to say that Kerry would have been able to get more international support than to think he would have obtained LESS (31%-28%), and the largest group think he would have been neither more nor less successful.

On balance, if they think there would have been a difference in the economy under a President Kerry, voters are somewhat more likely to think it would have been better off than it is now than to feel it would have been worse (38%-24%), but the difference is not large, and one in three (33%) thinks the economy would have been about the same. All this suggests that Kerry may have reinforced doubts about Bush, but still has not convinced voters in general that he would be an improvement.

The debates do seem to have made a difference. Our September survey showed Bush looking somewhat more positive in the abstract than he now does, but the key difference seems to be in perceptions of Kerry as an alternative. And Kerry backers are modestly more likely to report having decided more recently. But things are quite close, and the two separate threads have not come completely together.

In the final days, this close contest could be affected by events changing perceptions of either man. The campaigns will of course be trying to do this, but the volume of information coupled with the short time suggests that campaigning as such may not make that much difference. However, it is worth noting that much will depend on election day of how good a job each campaign does in getting its potential supporters out. And especially, if new and younger voters (who are more likely to favor Kerry) actually show up at the polls at rates at or above others.

In any event, the picture in Wisconsin is of a complex, close race, where each side has strengths and weaknesses and where a victory for either side seems very possible.

Summary of Selected Trends

Attention to the campaign began quite low, rose to a first plateau after the nomination of Senator Kerry was assured, and has risen more clearly since the beginning of the summer. Bush's favorability ratings have consistently (since October 2003) shown more than nine in ten willing to come down on one side or

the other, with a fair amount of fluctuation in the ratio of favorable to unfavorable impressions. At present he is where he was in June, off somewhat from September's stronger numbers. Kerry has shown an increase in familiarity to approach Bush's level, but views of him are split as they have tended to be save for being better in January and worse in September, for some time.

	Trends since October 2003							
	OCT	SEP	JUN	APR	MAR	JAN	DEC	OCT
Attention to candidates								
A LOT	61%	47%	36%	33%	32%	20%	13%	8%
SOME	31	37	43	39	40	44	31	28
ONLY A LITTLE	5	12	13	20	18	26	35	40
NONE AT ALL	2	4	7	8	11	11	20	24
George W. Bush								
FAVORABLE	52%	54%	52%	56%	52%	54%	57%	60%
UNFAVORABLE	42	38	42	36	41	39	34	34
John Kerry								
FAVORABLE	46%	36%	36%	36%	37%	42%	17%	15%
UNFAVORABLE	45	48	36%	36%	34	18	23	16

The "horserace" was close going into the final week, as it has tended to be since Kerry was identified as the Democratic nominee. The largest gap found was in mid-September, after the Republican convention and the controversy over CBS' handling of a story on the President's national guard service was at its height. In June, results were quite similar to where we were in October.

A short-term trend (September and October only) finds that there has been an increase in the proportion of voters saying they are strongly for their candidate, but only a modest shift at most in the extent to which they report that their choice is affirmatively "for" one man as opposed to against the alternatives. Only a small minority reported that they might change their preferences prior to election day. The campaign is being taken seriously with about three in four in both post Labor Day surveys saying it will make a lot of difference who gets elected, which sense is up some since June.

Perceptions of the two candidates reinforce the notion that this has been two only partially overlapping campaigns -- with the contest over whether Bush or Kerry would be better in the White House distinct from the referendum on whether the incumbent deserves re-election in the abstract. In October, Kerry and Bush are close in terms of being seen as unfairly attacking their opponents, but Kerry has never enjoyed a clear advantage here. Bush has typically been close to Kerry in terms of understanding ordinary people's problems. His strongest areas have typically been keeping campaign promises, being consistent on the issues and protecting the US from terror. Kerry has done relatively better on improving the economy and (in a change) now on handling the federal budget, but his advantage on these areas is small. The environment has all along been his best area. The two men are now close in terms of making the US respected around the world, an area where Bush has sometimes had a very modest advantage in the past.

Trends in Preferences

	OCT	SEP	JUN	APR	MAR
PROMPTED THREEWAY					
GEORGE W. BUSH	45%	47%	42%	45%	42%
JOHN KERRY	42	34	38	33	36
RALPH NADER	3	3	4	4	3
NONE OF THEM	2	4	4	5	4
INSISTS ON "OTHER"	--	*	--	--	--
WILL NOT VOTE	*	1	2	1	2
DON'T KNOW	7	8	10	10	9
REFUSED	2	3	1	2	3
PUSHED THREEWAY					
GEORGE W. BUSH	48%	52%	46%	50%	47%
JOHN KERRY	45	38	42	38	41
RALPH NADER	3	4	5	6	5
NONE OF THEM	1	1	*	--	1
INSISTS ON "OTHER"	*	*	--	1	*
DON'T KNOW	2	3	4	3	4
REFUSED	1	2	1	1	2
PUSHED TWOWAY					
GEORGE W. BUSH	49%	54%	49%	53%	49%
JOHN KERRY	46	40	46	43	45
NONE OF THEM	--	2	1	2	--
INSISTS ON "OTHER"	2	*	--	*	2
DON'T KNOW	2	2	3	2	2
REFUSED	1	2	1	*	1

Consistently, Bush's job ratings have been highest on dealing with terrorism and weakest on the economy, with views of his handling of Iraq between the two. It is clear that voters distinguish between different aspects of his performance as President but, with the exception of terror, his absolute ratings overall and in the specific areas have never suggested that he is doing all that well in the basic referendum on the incumbent.

At the same time, the public -- while entertaining doubts about how well the enterprise in Iraq is going -- have clearly not turned against the war in a wholesale fashion. A clear (if diminished) majority believes threatening force against Hussein was the right way to go originally. On balance, voters here also endorse the decision of the US to use force in the absence of explicit UN authorization. There has been remarkable stability in the belief that, absent US military moves, Iraq would at least ultimately have posed a threat with WMD, and while the public is torn about the impact of the Iraq war on the long-term risk of terror, June remains the only time since just before the outbreak of war that more thought the risk of terror was increased rather than decreased because of the war against Iraq.

The present assessment of the overall success of the war in Iraq is marginally more pessimistic than it has been, with one in three in October calling it either a complete failure or mostly a failure. This is twice as high as was the case about a year ago, but still does not fit the bill as a general rejection of the war. A large group, albeit modestly diminished from the more than one in two which had been common, continues to think Iraqi weapons of mass

Patterns of Support	OCT	SEP	JUN
Strength of support (if candidate chosen)			
NOT ASKED	4%	5%	
STRONGLY FOR CAND.	77	64	
NOT STRONGLY FOR	19	29	
NEITHER (VOL.)	1	2	
Positive/negative choice (if candidate chosen)			
NOT ASKED	4%	5%	
FOR CANDIDATE	58	54	
AGAINST OTHERS	32	36	
MIXED (VOL.)	5	4	
Likelihood change by election (if candidate chosen)			
NOT ASKED	4%	5%	
PRETTY SURE	85	81	
MIGHT CHANGE MIND	9	13	
VOTED ABSENTEE (V)	2	--	
How much difference who gets elected			
A LOT	74%	72%	59%
SOME	20	18	24
ONLY A LITTLE	4	6	13
NONE AT ALL	2	3	3

destruction exist, with one in three now saying the US was wrong in its pre-war assessment.

The public does not regard WMD as having been essential to the war's justification, although the current split (three to two that it was not a good idea if the US had known that WMD would not be found) is the most critical reading so far. However, a strong majority continues to think that President Bush believed what he was saying before war about Iraq possessing such weapons and their constituting a threat to the US, so the issue of the accuracy of intelligence has not yet moved over to include deliberate mendacity on his part in the eyes of Wisconsin voters.

	Perceptions of Candidates				
	OCT	SEP	JUN	APR	MAR
Unfairly attacking					
BUSH	25%	23%	20%	16%	20%
KERRY	28	29	29	26	32
BOTH	39	34	26	31	26
NEITHER	5	10	18	19	15
Understands problems					
BUSH	33%	33%	25%	29%	27%
KERRY	40	29	34	28	35
BOTH	10	15	14	14	14
NEITHER	15	20	22	24	19
Keeps campaign promises					
BUSH	40%	41%	31%	32%	30%
KERRY	27	23	18	17	23
BOTH	3	3	6	6	5
NEITHER	26	30	36	36	30
Consistent on issues					
BUSH	51%	46%	39%	43%	37%
KERRY	21	16	14	13	17
BOTH	6	10	8	7	7
NEITHER	17	20	25	25	23
Protect US from terror					
BUSH	48%	52%	44%	56%	50%
KERRY	24	15	14	11	16
BOTH	19	22	20	17	17
NEITHER	7	8	15	12	13
Improve US Economy					
BUSH	36%	37%	33%	36%	31%
KERRY	44	38	32	30	36
BOTH	5	7	11	10	9
NEITHER	12	13	17	17	15
Deal well with budget					
BUSH	32%	33%	24%	25%	24%
KERRY	42	33	33	30	34
BOTH	4	7	8	8	8
NEITHER	17	20	26	27	23
Protect the environment					
BUSH	27%	26%	20%	18%	18%
KERRY	50	42	44	40	39
BOTH	8	12	10	14	11
NEITHER	10	12	14	17	17
Make US respected					
BUSH	40%	40%	33%	33%	35%
KERRY	40	32	31	25	29
BOTH	7	10	12	14	10
NEITHER	10	14	16	20	18

Inclination to Give Bush Another Term

	OCT	SEP	JUN	APR	MAR	JAN	DEC	OCT	AUG	MAY
Basic stance on Bush										
LIKE BUSH RE-ELECTED	46%	49%	43%	47%	45%	42%	46%	46%	43%	53%
LIKE SOMEONE ELSE	50	46	51	48	50	49%	47	45	50	42

Overall Presidential Rating
Polls from March 2002 to October 2004

	<-----2004----->							<-----2003----->							<---2002-->		
Overall	OCT	SPT	JUN	APR	MAR	JAN	DEC	OCT	AUG	MAY	APR	MAR	FEB	JAN	SPT	JUN	MAR
Exc	15%	18%	14%	15%	16%	11%	17%	15%	14%	27%	31%	18%	19%	16%	19%	25%	28%
Good	32	32	33	35	30	37	35	35	38	35	38	35	39	38	45	44	40
Fair	21	22	27	25	24	28	26	27	28	24	21	30	25	29	23	22	22
Poor	31	26	25	23	30	22	19	21	19	13	10	16	16	14	12	8	7

Job Ratings on Specific Areas

	<-----2004----->							<-----2003----->							>2002	
	SEP	JUN	APR	MAR	JAN	DEC	OCT	AUG	MAY	APR	MAR	FEB	JAN	SEP		
Dealing w/ economy																
EXC	10%	8%	7%	5%	6%	6%	12%	5%	3%	4%	7%	5%	4%	4%	6%	
GOOD	25	29	26	24	23	23	28	23	23	34	32	22	26	23	30	
FAIR	27	28	31	35	32	31	34	34	38	30	32	39	38	38	36	
POOR	37	35	34	34	38	39	25	38	35	30	28	32	31	31	25	
Dealing w/ terrorism																
EXC	26%	25%	17%	22%	23%	18%	22%	19%	17%	29%	34%	20%	20%	18%	32%	
GOOD	33	35	37	37	32	35	37	36	42	41	44	46	43	42	40	
FAIR	20	20	24	25	23	27	24	25	23	23	14	25	23	26	17	
POOR	21	18	21	14	20	19	15	18	16	8	7	9	13	12	11	
Dealing w/ Iraq																
EXC	18%	18%	12%	16%	22%	12%	18%	14%	15%	30%	40%	18%	19%	11%	22%	
GOOD	26	25	27	30	24	27	30	31	32	32	35	31	30	31	30	
FAIR	17	22	22	21	24	27	24	24	24	22	13	26	25	28	23	
POOR	38	34	38	32	28	33	27	30	27	13	10	23	24	26	20	

Note: Don't Know and Refused omitted for space

Iraq Questions from Multiple Surveys

<-----2004-----> <-----2003----->
 OCT SEP JUN APR MAR JAN DEC OCT AUG MAY APR MAR FEB

Original war threat

RIGHT THING	59%	64%	58%	63%	65%	64%	65%	65%	70%	78%	80%	65%	65%
NOT RIGHT	35	31	35	30	30	28	26	30	26	18	16	26	26
ONLY W/OTHERS (V)	*	1	--	2	1	1	*	1	*	1	*	1	1

Support US action

alone w/o UN

YES	55%	58%	54%	57%	59%	57%	62%	62%	61%	71%	75%	61%	58%
NO	40	36	40	35	35	35	31	32	34	25	19	31	32

Note: wording changes, primarily tense, to deal with outbreak of war between 3/03 and 4/03 surveys. Don't know and Refused omitted.

Trend from March 2003

<-----2004-----> <-----2003----->
 OCT SEP JUN APR MAR JAN DEC OCT AUG MAY APR MAR

Use of WMD against

US w/o war

VERY LIKELY	27%	27%	28%	24%	29%	18%	30%	32%	31%	40%	42%	34%
SOMEWHAT LIKELY	27	33	33	35	26	34	31	33	31	32	32	33
NOT VERY LIKELY	27	20	20	24	27	26	23	22	24	19	17	23
NOT LIKELY AT ALL	18	18	18	15	16	20	13	13	12	8	8	8

Long-term impact on

risk of terror

INCREASED RISK	30%	27%	38%	29%	29%	25%	27%	25%	33%	24%	25%	42%
DECREASED RISK	42	42	33	41	39	40	37	39	35	44	46	27
NOT MUCH DIFF.	24	27	26	27	28	32	32	32	29	31	27	28

Note: wording changes, primarily tense, to deal with outbreak of war between 3/03 and 4/03 surveys. Don't know and Refused omitted.

Looking Back at War

	<-----2004----->						<-----2003----->				
	OCT	SEP	JUN	APR	MAR	JAN	DEC	OCT	AUG	MAY	
Assessment of war											
COMPLETE SUCCESS	2%	2%	1%	2%	5%	4%	2%	4%	3%	9%	
MOSTLY SUCCESS	30	29	25	29	34	33	35	32	35	52	
ONLY PARTLY SUC.	34	39	44	46	39	42	38	45	43	29	
MOSTLY A FAILURE	21	19	21	14	14	14	15	14	13	6	
COMPLETE FAILURE	12	9	6	7	7	5	7	1	3	1	
Why no WMD found											
US WAS WRONG	33%	27%	26%	24%	23%	29%	18%	17%	17%	10%	
IRAQIS DESTROYED	14	11	13	15	11	15	17	16	14	14	
IRAQIS HID THEM	43	53	54	52	53	45	54	60	61	66	
If US thought no WMD at start of war											
GOOD IDEA ANYWAY	30%	34%	32%	34%	40%	39%	36%	38%	35%	47%	
BAD IDEA	44	38	43	37	36	39	35	33	37	26	
NO OPINION	24	26	24	27	22	19	26	27	28	25	
Did Bush believe WMD threat at time											
YES	71%	76%	76%	76%	73%						
NO	22	19	19	18	22						

Note: Answers such as Don't know and Refused omitted

Statewide Marginals and Percentages for Key Groups

What follows is the exact question wording for each of the items referred to in the release. (Order reflects the order of items on the original questionnaire, not the order of discussion above). The first six columns are based on 545 voters passing our initial screen who say they are currently registered to vote or have definite plans to register on or before election day in order to vote. The groups are the full set of such persons, men and women separately, and persons grouped by their self-described party identification. Following this are six columns which reflect some 537 persons who said -- after they had answered the political questions -- that they were either certain to cast a ballot or would probably vote this November. The groups under this heading are all such persons (claiming to be probable voters), those who said they were absolutely certain to vote, and those who expressed a preference, when pushed for either Bush or Kerry in the two person race.

Q01. INTERVIEWER: (DO NOT ASK) Enter respondent's gender

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
MALE	48%	100%	--%	39%	47%	56%	48%	49%	53%	43%
FEMALE	52	--	100	61	53	44	52	51	47	57

Q02. How would you rate the job George W. Bush is doing as President?
Excellent, good, fair or poor?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
EXCELLENT	15%	17%	14%	*%	9%	39%	15%	17%	31%	--%
GOOD	32	32	33	10	34	53	33	32	57	6
FAIR	21	19	23	29	28	8	21	20	12	29
POOR	31	32	30	60	29	--	31	31	1	65
DON'T KNOW	*	1	--	--	--	--	*	*	--	--
REFUSED	*	--	1	--	1	--	*	*	--	--

VOTE01. Up to now, how much attention have you paid to the candidates running for President in 2004? A lot, some, only a little, or none at all?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
A LOT	61%	63%	60%	65%	63%	65%	61%	66%	59%	65%
SOME	31	31	30	26	30	29	31	28	34	28
ONLY A LITTLE	5	3	7	7	4	5	6	4	6	6
NONE AT ALL	2	3	2	3	3	2	2	2	2	2
DON'T KNOW	--	--	--	--	--	--	--	--	--	--
REFUSED	--	--	--	--	--	--	--	--	--	--

VOTE03. I'm going to read you a list of people in public life. For each of them, please tell me if you have a favorable impression of them, an unfavorable impression, or don't know enough to make up your mind. George W. Bush

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
FAVORABLE	52%	56%	49%	13%	47%	99%	53%	55%	95%	9%
UNFAVORABLE	42	39	44	81	44	*	41	41	2	85
DON'T KNOW ENOUGH	4	3	4	3	7	--	4	3	3	4
DON'T KNOW	2	1	2	3	1	--	2	1	1	2
REFUSED	*	--	*	*	*	--	*	*	--	*

VOTE12. John Kerry (PROMPT FOR CATEGORIES AS NECESSARY)

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
FAVORABLE	46%	40%	51%	86%	46%	5%	45%	45%	6%	91%
UNFAVORABLE	45	52	38	8	40	88	45	48	84	3
DON'T KNOW ENOUGH	9	7	10	6	13	7	9	7	9	5
DON'T KNOW	1	1	1	1	1	--	1	*	1	1
REFUSED	*	--	*	--	*	*	*	*	*	--

VOTE18. Tim Michels (MIKE-uls) (PROMPT FOR CATEGORIES AS NECESSARY)

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
FAVORABLE	30%	33%	28%	13%	23%	59%	31%	32%	49%	11%
UNFAVORABLE	25	29	22	38	34	8	25	25	11	40
DON'T KNOW ENOUGH	42	35	49	48	40	32	43	41	38	47
DON'T KNOW	2	3	1	1	3	1	2	1	2	2
REFUSED	*	*	*	--	*	1	*	*	*	--

VOTE24. This November, the ballot for President will be George W. Bush as a Republican, John Kerry as a Democrat, and Ralph Nader as an Independent. As of now, which one, if any, do you plan to vote for? (IF VOTED ABSENTEE, ask "for whom" did you vote, CODE)

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
GEORGE W. BUSH	45%	51%	39%	6%	37%	96%	45%	47%	91%	--%
JOHN KERRY	42	37	46	84	41	*	41	43	--	90
RALPH NADER	3	3	3	2	5	*	3	2	2	3
NONE OF THEM	2	1	2	1	4	--	1	1	1	1
INSISTS ON "OTHER"	--	--	--	--	--	--	--	--	--	--
WILL NOT VOTE	*	--	1	--	1	--	--	--	--	--
DON'T KNOW	7	6	8	7	11	2	7	6	5	5
REFUSED	2	1	2	1	2	1	2	2	1	1

VOTE25. If you had to make up your mind among these three, as of now who would you prefer?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
NOT ASKED	89%	91%	87%	92%	82%	97%	89%	92%	93%	93%
GEORGE W. BUSH	4	2	5	3	6	2	3	2	7	--
JOHN KERRY	3	3	3	3	3	--	3	2	--	6
RALPH NADER	*	*	--	--	1	--	*	*	--	--
NONE OF THEM	1	1	1	--	2	--	1	1	--	--
INSISTS ON "OTHER"	*	--	*	--	1	--	*	*	--	--
DON'T KNOW	2	2	2	2	3	1	2	2	--	*
REFUSED	1	1	2	--	2	1	1	1	*	--

VOTE26. Suppose you were choosing just between Bush and Kerry? Which would you prefer?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
NOT ASKED	93%	93%	93%	96%	87%	98%	93%	94%	97%	97%
GEORGE W. BUSH	1	1	1	--	2	*	1	1	3	--
JOHN KERRY	1	2	1	2	3	--	1	*	--	3
NONE OF THEM	2	2	1	1	4	--	2	2	--	--
INSISTS ON "OTHER"	--	--	--	--	--	--	--	--	--	--
DON'T KNOW	2	2	2	2	3	1	2	1	--	--
REFUSED	1	*	1	--	1	1	1	1	--	--

PUSH3WAY. (CONSTRUCTED ITEM FROM VOTE24, VOTE25) ADDING IN LEANERS If you had to make up your mind among these three, as of now

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
GEORGE W. BUSH	48%	53%	44%	9%	43%	98%	49%	49%	97%	--%
JOHN KERRY	45	41	49	87	43	*	44	45	--	97
RALPH NADER	3	3	3	2	5	*	3	2	2	3
NONE OF THEM	1	1	1	--	2	--	1	1	--	--
INSISTS ON "OTHER"	*	--	*	--	1	--	*	*	--	--
DON'T KNOW	2	2	2	2	3	1	2	2	--	*
REFUSED	1	1	2	--	2	1	1	1	*	--

PUSH2WAY. (CONSTRUCTED ITEM, COMBINING VOTE24-25) Choice between Bush and Kerry

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
GEORGE W. BUSH	49%	54%	46%	9%	45%	98%	50%	51%	100%	--%
JOHN KERRY	46	42	50	89	46	*	46	45	--	100
NONE OF THEM	--	--	--	--	--	--	--	--	--	--
INSISTS ON "OTHER"	2	2	1	1	4	--	2	2	--	--
DON'T KNOW	2	2	2	2	3	1	2	1	--	--
REFUSED	1	*	1	--	1	1	1	1	--	--

VOTE26A. Would you say you are strongly for your candidate or not so strongly for him?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
NOT ASKED	4%	3%	4%	2%	7%	1%	4%	4%	--%	--%
STRONGLY FOR CAND.	77	79	75	83	61	89	78	80	82	80
NOT STRONGLY FOR	19	17	20	15	31	8	18	16	17	20
NEITHER (VOL.)	1	1	1	*	1	1	1	1	1	1
DON'T KNOW	*	--	*	*	--	--	*	*	--	*
REFUSED	--	--	--	--	--	--	--	--	--	--

VOTE26B. And are you more FOR your candidate, or more AGAINST the others?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
NOT ASKED	4%	3%	4%	2%	7%	1%	4%	4%	--%	--%
FOR CANDIDATE	58	58	58	61	43	76	59	60	70	50
AGAINST OTHERS	32	34	30	28	42	19	32	30	26	40
MIXED (VOL.)	5	4	6	7	6	3	5	5	3	8
DON'T KNOW	1	*	1	1	1	1	1	1	1	1
REFUSED	*	--	*	--	--	*	*	*	*	--

VOTE26C. Would you say that you are pretty sure to vote that way, or that you might change your mind between now and the election?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
NOT ASKED	4%	3%	4%	2%	7%	1%	4%	4%	--%	--%
PRETTY SURE	85	86	84	88	74	95	86	89	91	87
MIGHT CHANGE MIND	9	8	9	5	16	2	9	6	8	9
VOTED ABSENTEE (V)	2	3	2	3	2	2	1	2	1	3
DON'T KNOW	1	1	1	2	*	--	1	*	1	1
REFUSED	*	--	*	1	--	--	--	--	--	--

CAND03. "Can be counted on to keep campaign promises" (PROBE FOR CATEGORIES AS NECESSARY)

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
BUSH	40%	45%	36%	6%	30%	86%	40%	41%	77%	2%
KERRY	27	24	29	58	21	1	27	27	*	57
BOTH	3	4	3	5	2	2	3	4	3	3
NEITHER	26	25	27	26	41	12	26	25	19	32
DON'T KNOW	4	2	5	3	7	--	4	3	*	6
REFUSED	*	--	1	--	--	*	*	*	*	--

CAND04. "Has a consistent record on the issues" (PROBE FOR CATEGORIES AS NECESSARY)

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
BUSH	51%	56%	47%	21%	48%	87%	51%	54%	86%	15%
KERRY	21	17	25	47	14	1	21	20	1	44
BOTH	6	6	6	7	10	1	6	6	2	10
NEITHER	17	18	16	20	25	8	17	16	8	25
DON'T KNOW	5	3	6	6	4	3	5	4	2	6
REFUSED	*	--	1	--	--	*	*	*	*	--

CAND05. "Will protect the United States from terrorism" (PROBE FOR CATEGORIES AS NECESSARY)

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
BUSH	48%	52%	44%	13%	41%	93%	49%	49%	90%	5%
KERRY	24	22	27	55	16	--	24	25	1	51
BOTH	19	19	19	29	22	4	19	19	7	32
NEITHER	7	6	9	3	18	3	7	6	3	11
DON'T KNOW	2	1	2	1	3	--	1	1	--	2
REFUSED	--	--	--	--	--	--	--	--	--	--

CAND06. "Will improve the US economy" (PROBE FOR CATEGORIES AS NECESSARY)

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
BUSH	36%	43%	29%	4%	26%	80%	36%	38%	70%	1%
KERRY	44	41	46	84	45	3	44	43	4	88
BOTH	5	3	6	4	8	3	4	4	6	3
NEITHER	12	11	12	7	15	10	12	11	15	5
DON'T KNOW	4	2	6	1	6	3	4	4	4	2
REFUSED	*	--	1	1	--	*	*	*	*	*

GWB08. Dealing with Iraq? (PROMPT FOR CATEGORIES AS NECESSARY)

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
EXCELLENT	18%	20%	16%	1%	10%	44%	18%	20%	36%	*%
GOOD	26	29	25	12	24	44	27	27	49	4
FAIR	17	18	16	19	19	11	17	16	12	22
POOR	38	33	43	68	46	1	37	37	3	73
DON'T KNOW	*	*	1	--	1	1	*	1	*	*
REFUSED	--	--	--	--	--	--	--	--	--	--

GWBX3. (CONSTRUCTED ITEM) Comparison of overall rating with handling economy

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
OVERALL HIGHER	28%	22%	33%	21%	30%	34%	28%	28%	35%	20%
BOTH SAME	64	67	61	74	60	59	64	64	57	72
ECONOMY HIGHER	8	10	5	6	9	7	8	8	8	7
ONE/BOTH DK	1	1	1	--	1	*	1	*	*	--

GWBX4. (CONSTRUCTED ITEM) Comparison of overall rating with dealing with terrorism

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
OVERALL HIGHER	8%	4%	12%	4%	13%	8%	8%	7%	7%	7%
BOTH SAME	55	53	57	54	52	61	55	56	60	51
TERRORISM HIGHER	36	41	30	42	33	31	36	36	32	41
ONE/BOTH DK	1	1	1	*	3	*	1	1	*	1

GWBX5. (CONSTRUCTED ITEM) Comparison of overall rating with dealing with Iraq

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
OVERALL HIGHER	21%	14%	26%	16%	30%	17%	20%	20%	18%	21%
BOTH SAME	63	68	59	73	57	64	64	64	63	67
IRAQ HIGHER	15	17	13	12	11	18	15	15	19	12
ONE/BOTH DK	1	1	1	--	2	1	1	1	*	*

GWB13. (CONSTRUCTED ITEM) Comparison of Iraq rating with handling economy

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
IRAQ HIGHER	26%	27%	25%	20%	18%	36%	26%	26%	37%	17%
BOTH SAME	60	58	61	71	58	52	60	60	51	68
ECONOMY HIGHER	14	14	13	9	23	11	13	13	11	15
ONE/BOTH DK	1	1	1	--	1	1	1	1	1	*

GWB14. (CONSTRUCTED ITEM) Comparison of Iraq rating with dealing with terrorism

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
IRAQ HIGHER	2%	3%	1%	1%	1%	3%	2%	2%	2%	2%
BOTH SAME	63	61	64	59	57	72	63	63	72	54
TERRORISM HIGHER	35	35	34	41	39	25	35	34	26	44
ONE/BOTH DK	1	1	1	*	2	1	1	1	1	1

IRAQ01. Do you think the United States originally did the right thing in threatening war if Saddam Hussein refused to give up any weapons of mass destruction he might have had?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
YES, DID RIGHT THING	59%	68%	50%	35%	53%	89%	59%	59%	87%	30%
NO, DID NOT	35	29	41	60	41	5	35	35	9	63
ONLY WITH OTHERS (VOL)	*	--	*	--	1	--	*	*	*	--
DON'T KNOW	5	3	8	5	5	5	5	6	3	6
REFUSED	1	1	1	--	2	1	1	*	1	*

IRAQ09Z. Although the UN had passed many resolutions demanding that Iraq disarm, the US was not able to get a final resolution explicitly calling for war. Do you support or oppose the decision of the US and other countries to use force anyway?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
SUPPORT	55%	65%	45%	26%	47%	90%	55%	56%	85%	23%
OPPOSE	40	32	47	68	46	7	40	40	10	72
DON'T KNOW	5	2	7	6	5	4	5	4	4	5
REFUSED	1	*	1	--	2	--	1	--	1	1

IRAQ10X. If the US had decided NOT to go to war, how likely do you think it is that we would eventually have been attacked with Iraqi weapons of mass destruction? Very likely, somewhat likely, not very likely, or not likely at all?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
VERY LIKELY	27%	29%	25%	9%	18%	53%	28%	28%	47%	8%
SOMEWHAT LIKELY	27	22	31	17	33	31	26	25	36	15
NOT VERY LIKELY	27	23	30	44	25	12	27	28	12	42
NOT LIKELY AT ALL	18	23	14	30	24	1	18	17	3	35
DON'T KNOW	1	1	*	--	--	2	1	1	1	--
REFUSED	1	1	--	--	1	2	1	1	1	*

IRAQ10Y. In the long run, will the US decision to attack Iraq increase the risk of terrorism in the world, reduce it, or not make that much difference one way or the other?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
INCREASE	30%	29%	31%	44%	40%	6%	30%	30%	9%	53%
REDUCE	42	47	36	17	35	78	42	44	73	12
NOT MUCH DIFFERENCE	24	22	26	34	23	13	24	23	15	32
DON'T KNOW	4	1	6	6	2	3	4	4	3	3
REFUSED	*	--	*	--	--	--	*	--	--	--

IRAQ10Z. Would you call the US led war in Iraq a complete success, mostly a success, only partly a success, mostly a failure, or a complete failure?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
COMPLETE SUCCESS	2%	3%	1%	--%	1%	5%	2%	2%	4%	--%
MOSTLY A SUCCESS	30	31	29	8	26	59	30	31	55	5
ONLY PARTLY A SUCCESS	34	36	32	35	30	34	34	33	37	30
MOSTLY A FAILURE	21	19	23	34	29	*	21	21	2	41
A COMPLETE FAILURE	12	10	14	23	14	--	12	11	1	23
DON'T KNOW	1	1	*	--	--	1	1	1	1	--
REFUSED	*	*	*	--	1	*	*	*	*	*

IRAQ12A. So far, the United States has not found clear evidence of Iraqi weapons of mass destruction. If it turns out that none are found, do you think this means the US was wrong about Iraq having such weapons, that the Iraqis destroyed them secretly, or that they remain hidden somewhere?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
US WAS WRONG	33%	31%	35%	63%	31%	7%	33%	34%	7%	61%
IRAQIS DESTROYED	14	15	13	8	13	25	14	15	21	7
IRAQIS HID THEM	43	45	42	24	43	61	44	42	63	24
DON'T KNOW	8	7	9	5	12	5	8	9	8	7
REFUSED	1	2	1	--	2	1	1	1	1	1

IRAQ12B. If the US government had thought the Iraqis didn't actually have weapons of mass destruction anymore, do you think it was a good idea to go to war with Iraq for other reasons, a bad idea, or don't you have an opinion?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
GOOD IDEA ANYWAY	30%	35%	25%	9%	29%	56%	30%	31%	54%	6%
BAD IDEA	44	41	47	73	52	9	44	45	15	77
DON'T HAVE OPINION	24	22	26	18	16	31	23	22	27	17
DON'T KNOW	1	1	1	--	1	1	1	1	2	--
REFUSED	1	2	1	--	1	2	1	1	3	--

IRAQ12C. Before the start of the war, President Bush said that Iraq had weapons of mass destruction which would pose a real threat to the US. Do you think he believed at the time this was true?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
YES, BELIEVED WAS TRUE	71%	72%	70%	55%	66%	96%	72%	71%	95%	46%
NO, DID NOT	22	22	22	33	27	2	22	22	3	43
DON'T KNOW	6	6	7	12	7	2	6	7	1	11
REFUSED	*	--	1	--	--	1	*	*	1	--

ADS09. IF John Kerry had been President instead of George W. Bush, Do you think the US would have gone to war in Afghanistan, or do you think the Taliban would still be in power there?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
WOULD HAVE GONE TO WAR	29%	32%	26%	48%	33%	10%	29%	29%	12%	47%
TALIBAN WD BE THERE	50	53	48	28	45	81	50	51	77	23
NO WAR BUT NO TALIBAN	3	2	3	3	3	1	2	3	1	4
DON'T KNOW	17	10	22	19	19	8	17	16	8	24
REFUSED	2	2	1	2	1	1	2	1	1	2

ADS10. And if Kerry had been President instead of Bush, Do you think the US would have gone to war in IRAQ, or do you think Saddam Hussein would still be in power?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
WOULD HAVE GONE TO WAR	12%	13%	12%	18%	9%	5%	13%	12%	7%	18%
HUSSEIN WD BE THERE	73	78	68	62	75	87	73	73	87	61
NO WAR BUT NO HUSSEIN	3	4	2	5	5	--	3	3	*	6
DON'T KNOW	11	5	16	15	11	5	10	11	4	15
REFUSED	1	*	2	1	--	2	1	1	2	--

ADS11. And do you think Kerry would have been able to get more international support in Iraq than Bush has, less, or about the same?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
KERRY GET MORE	31%	30%	31%	58%	35%	2%	31%	31%	2%	63%
KERRY GET LESS	28	31	25	5	20	58	28	29	53	3
ABOUT THE SAME	37	36	39	33	40	37	38	36	41	32
DON'T KNOW	4	3	5	3	5	3	3	3	3	2
REFUSED	--	--	--	--	--	--	--	--	--	--

ADS12. If Kerry had been President instead of Bush, do you think the economy would be better off than it is now, worse off, or about the same?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
BETTER UNDER KERRY	38%	36%	40%	77%	34%	2%	38%	37%	2%	79%
WORSE UNDER KERRY	24	30	19	3	18	57	25	26	48	1
ECONOMY WOULD BE SAME	34	33	35	18	43	38	34	33	47	18
DON'T KNOW	3	1	5	2	5	2	3	3	2	3
REFUSED	1	*	1	--	--	2	1	1	1	--

ECON03A. Over the next year or so, do you think the United States economy will get better, get worse, or stay about the same?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
BETTER	46%	52%	41%	37%	37%	63%	46%	49%	57%	37%
WORSE	11	9	13	10	20	5	11	10	7	14
SAME	33	33	33	36	36	28	34	32	33	34
DON'T KNOW	9	6	13	17	7	4	9	9	3	15
REFUSED	*	--	1	1	--	*	*	*	*	*

QD01. Finally, just a few questions about you... What is your present religious preference?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
PROTESTANT	31%	31%	31%	29%	28%	38%	31%	32%	34%	27%
ROMAN CATHOLIC	29	24	34	34	26	31	29	30	33	26
JEWISH	*	--	*	--	1	--	*	*	--	--
OTHER	20	23	18	20	21	19	21	19	19	23
NONE	13	16	11	10	20	7	13	12	10	18
DON'T KNOW	1	1	1	2	--	2	1	2	2	1
REFUSED	4	4	4	5	4	2	4	4	2	6

QD02. Is anyone in your household a member of a labor union?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
YES	21%	21%	22%	30%	20%	12%	22%	22%	15%	28%
NO	78	79	77	69	80	87	78	77	84	71
DON'T KNOW	*	--	1	--	--	1	*	*	1	--
REFUSED	*	--	1	1	*	--	*	*	*	1

QD03. Are you currently registered to vote in Wisconsin?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
YES	95%	96%	94%	96%	98%	95%	94%	96%	95%	93%
NO	5	4	6	4	2	5	6	3	5	7
DON'T KNOW	--	--	--	--	--	--	*	*	--	--
REFUSED	--	--	--	--	--	--	--	--	--	--

QD03A. Do you have definite plans to register on or before November 2 so you can vote in this year's election?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
NOT ASKED	95%	96%	94%	96%	98%	95%	94%	96%	95%	93%
YES	5	4	6	4	2	5	5	3	4	7
NO	--	--	--	--	--	--	*	--	*	--
DON'T KNOW	--	--	--	--	--	--	*	*	1	--
REFUSED	--	--	--	--	--	--	--	--	--	--

QD05. Generally speaking, do you consider yourself a Democrat, a Republican, an Independent, or something else?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
DEMOCRAT	31%	25%	37%	100%	--%	--%	31%	31%	6%	59%
REPUBLICAN	31	37	27	--	--	100	32	34	62	*
INDEPENDENT	25	25	26	--	100	--	25	23	23	25
OTHER	10	10	9	--	--	--	10	9	8	12
NONE	1	2	1	--	--	--	1	1	1	2
DON'T KNOW	*	*	*	--	--	--	*	*	*	--
REFUSED	1	2	--	--	--	--	1	1	*	1

QD07. Are there any children, younger than eighteen years of age, living in your household at the present time?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
YES	37%	36%	39%	31%	40%	37%	38%	37%	43%	34%
NO	62	64	61	69	60	63	62	62	57	66
SOMETIME (E.G. SHARED)	*	*	--	--	1	--	*	*	--	--
DON'T KNOW	--	--	--	--	--	--	--	--	--	--
REFUSED	*	--	*	--	--	--	*	--	*	--

QD09. What is your marital status? Are you married, single, widowed, divorced, or living with a partner?

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
MARRIED	69%	74%	65%	65%	74%	71%	69%	73%	72%	65%
SINGLE	12	13	12	11	12	11	12	11	11	13
WIDOWED	6	2	10	6	5	8	6	6	7	5
DIVORCED/SEPARATED	7	7	7	11	5	5	8	6	5	10
LIVING WITH PARTNER	4	4	5	6	3	4	5	4	3	6
DON'T KNOW	--	--	--	--	--	--	--	--	--	--
REFUSED	1	*	1	1	*	*	1	*	*	1

QD11. In what year were you born? (ENTER FOUR-DIGIT YEAR) (Calculated and grouped as below)

	REGISTERED VOTERS ONLY						PROBABLE VOTERS			
	TOT	M	F	D	I	R	TOT	CRT	GWB	JK
18-29	13%	13%	14%	18%	10%	10%	14%	12%	11%	17%
30-44	25	22	27	19	28	28	25	24	27	23
45-59	36	41	32	33	38	34	36	38	38	34
60 and over	24	23	25	29	23	26	24	26	22	25
DK/REFUSED	1	1	2	1	1	1	1	1	1	1

* denotes less than .5%

-- denotes 0%

HOW THE POLL WAS DONE

This BADGER POLL™ was conducted by the University of Wisconsin Survey Center as part of its ongoing program of research designed to benefit the research community and the people of Wisconsin, under the direction of G. Donald Ferree, Jr., Associate Director for Public Opinion Research of the Center. The media sponsors of the survey are the (Madison) Capital Times, and the Milwaukee Journal-Sentinel. The BADGER POLL™ is intended to be a "poll of record" for the state, investigating matters of concern to Wisconsinites including politics, culture, and their daily lives, adhering to the highest standards of polling methodology and rigorous independence.

Results shown here are based on 545 persons who were randomly chosen within households from eligible voters planning to vote in the upcoming election. Telephone numbers were generated by computer in proportion to the number of adults living in each area of the state. Theoretically, results from this survey have a "margin of error" of a little over +/- 4%. This means that, had we asked every potential voter in Wisconsin, exactly these questions at the time

the survey was conducted, there is only a one in twenty chance that the answers would differ by more than that in either direction from what we report here. There could be differences because of changes in question wording, events occurring in the meantime, or any of the practical difficulties involved in taking a scientific survey. Results based on subgroups are subject to a larger "margin of error".