

TIME MAGAZINE/SRBI – ELECTION 2004

TREND & OCTOBER 19-21 DATA - October 22, 2004

Q4A. Now suppose the 2004 election for president were being held today, and you had to choose between John Kerry, the Democrat; George W. Bush, the Republican; or Ralph Nader, running as an Independent. For whom would you vote?

BASE: Likely Voters Including Leaners (Excluding Refusals)

	(Base)	Kerry	Bush	Nader	(VOL) Other	(VOL) Don't Know
10/19 - 10/21 (771)		46	51	2	*	1
10/14 - 10/15 (865)		47	48	3	*	2
10/6 - 10/7 (858)		47	48	4	1	1
9/21 - 9/23 (866)		44	49	5	*	1
9/7 - 9/9 (838)		42	53	3	*	2
8/31 - 9/2 (912)		42	53	3	*	1
8/24 - 8/26 (825)		46	48	5	*	2
8/3 - 8/5 (782)		49	44	4	1	1
7/20 - 7/22 (942)		48	46	5	*	2

BASE: Registered Voters Including Leaners (Excluding Refusals)

	(Base)	Kerry	Bush	Nader	(VOL) Other	(VOL) Don't Know
10/19 - 10/21 (1016)		43	50	4	*	2
10/14 - 10/15 (962)		46	47	5	*	2
10/6 - 10/7 (987)		46	47	5	1	2
9/21 - 9/23 (1000)		43	48	6	1	2
9/7 - 9/9 (992)		41	52	4	*	3
8/31 - 9/2 (1107)		41	51	5	*	3
8/24 - 8/26 (1012)		44	47	6	1	3
8/3 - 8/5 (983)		48	43	6	1	2
7/20 - 7/22 (1044)		47	45	5	*	3

BASE: Registered MALE Voters

	(Base)	Kerry	Bush	Nader	(VOL) Other	(VOL) Don't Know
10/19 - 10/21 (485)		39	54	5	*	2
10/14 - 10/15 (460)		46	47	5	*	2
10/6 - 10/7 (486)		36	52	7	1	4

BASE: Registered FEMALE Voters

	(Base)	Kerry	Bush	Nader	(VOL) Other	(VOL) Don't Know
10/19 - 10/21 (532)		46	46	3	1	5
10/14 - 10/15 (502)		46	45	4	*	5
10/6 - 10/7 (538)		53	40	2	*	5

* = less than 1%

- = question not asked/zero respondents

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Q6A. Which of the following issues is most important to you in deciding how you might vote for president in November?

BASE: Registered Voters

	(Base)	The Economy	Moral Values	Health Care	Iraq	War on Terror	(VOL) Other	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	(1059)	24	14	14	18	24	3	3	*
10/14 - 10/15	(1000)	26	12	14	20	22	2	4	1
10/6 - 10/7	(1024)	27	12	16	19	21	1	2	1
9/21 - 9/23	(1014)	26	15	12	20	23	2	3	*
9/7 - 9/9	(1013)	24	17	9	17	26	3	4	*
8/31 - 9/2	(1128)	25	16	11	17	24	3	4	*
8/24 - 8/26	(1026)	-	-	-	-	-	-	-	-
8/3 - 8/5	(1001)	27	18	11	19	18	3	4	*
7/20 - 7/22	(1059)	27	16	12	21	18	2	3	-

Q6B. Which candidate, Kerry or Bush, do you trust more to handle each of the following areas?

BASE: Registered Voters

1) The Economy

	(Base)	Kerry	Bush	(VOL) Neither	(VOL) Both	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	(1059)	45	46	4	1	3	1
10/14 - 10/15	(1000)	49	43	4	1	3	*
10/6 - 10/7	(1024)	49	42	2	1	5	1
9/21 - 9/23	(1014)	44	44	5	*	6	*
9/7 - 9/9	(1013)	44	50	3	*	3	*
8/31 - 9/2	(1128)	45	47	4	*	3	*
8/24 - 8/26	(1026)	46	43	4	*	7	*
8/3 - 8/5	(1001)	51	42	2	1	4	*
7/20 - 7/22	(1059)	50	42	2	*	5	-

BASE: Registered Voters

2) Moral values issues, such as gay marriage and abortion

	(Base)	Kerry	Bush	(VOL) Neither	(VOL) Both	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	(1059)	39	50	4	1	5	1
10/14 - 10/15	(1000)	42	44	5	2	5	1
10/6 - 10/7	(1024)	41	45	4	1	8	1
9/21 - 9/23	(1014)	36	48	4	1	10	1
9/7 - 9/9	(1013)	37	51	4	1	6	*
8/31 - 9/2	(1128)	39	48	4	*	7	1
8/24 - 8/26	(1026)	39	47	5	1	8	*
8/3 - 8/5	(1001)	44	44	4	*	7	1
7/20 - 7/22	(1059)	40	47	4	1	7	*

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BASE: Registered Voters
3) Health Care

(Base)	Kerry	Bush	(VOL) Neither	(VOL) Both	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21 (1059)	46	42	5	*	5	1
10/14 - 10/15 (1000)	51	38	4	1	6	*
10/6 - 10/7 (1024)	52	36	3	1	8	1
9/21 - 9/23 (1014)	47	39	4	1	9	*
9/7 - 9/9 (1013)	46	42	5	1	6	*
8/31 - 9/2 (1128)	48	42	5	*	5	*
8/24 - 8/26 (1026)	47	39	4	*	10	*
8/3 - 8/5 (1001)	54	36	4	1	5	*
7/20 - 7/22 (1059)	52	36	4	*	8	-

BASE: Registered Voters
4) The situation in Iraq

(Base)	Kerry	Bush	(VOL) Neither	(VOL) Both	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21 (1059)	41	51	4	1	2	1
10/14 - 10/15 (1000)	40	50	4	1	5	1
10/6 - 10/7 (1024)	42	50	2	*	4	1
9/21 - 9/23 (1014)	38	52	4	1	5	*
9/7 - 9/9 (1013)	37	57	2	*	3	*
8/31 - 9/2 (1128)	41	53	3	1	2	*
8/24 - 8/26 (1026)	41	49	4	*	5	1
8/3 - 8/5 (1001)	44	46	4	1	5	*
7/20 - 7/22 (1059)	44	48	3	*	4	*

BASE: Registered Voters
5) The war on terrorism

(Base)	Kerry	Bush	(VOL) Neither	(VOL) Both	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21 (1059)	37	56	3	1	2	1
10/14 - 10/15 (1000)	40	51	4	2	4	*
10/6 - 10/7 (1024)	38	53	3	1	4	1
9/21 - 9/23 (1014)	36	54	3	1	5	*
9/7 - 9/9 (1013)	35	58	3	*	3	*
8/31 - 9/2 (1128)	36	57	3	1	3	*
8/24 - 8/26 (1026)	41	51	3	1	4	-
8/3 - 8/5 (1001)	41	49	4	1	5	*
7/20 - 7/22 (1059)	42	50	2	1	5	-

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BASE: Registered Voters

6) Understanding the needs of people like yourself

(Base)	Kerry	Bush	(VOL) Neither	(VOL) Both	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21 (1059)	46	44	6	1	2	1
10/14 - 10/15 (1000)	49	42	5	1	3	1
10/6 - 10/7 (1024)	49	40	4	1	4	1
9/21 - 9/23 (1014)	45	41	8	1	5	*
9/7 - 9/9 (1013)	44	47	5	*	3	*
8/31 - 9/2 (1128)	47	44	5	*	4	1
8/24 - 8/26 (1026)	45	42	7	1	5	*
8/3 - 8/5 (1001)	53	38	5	1	3	*
7/20 - 7/22 (1059)	52	40	5	*	3	*

BASE: Registered Voters

7) Providing strong leadership in difficult times

(Base)	Kerry	Bush	(VOL) Neither	(VOL) Both	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21 (1059)	38	54	2	2	3	1
10/14 - 10/15 (1000)	40	52	2	1	4	1
10/6 - 10/7 (1024)	39	53	2	1	4	1
9/21 - 9/23 (1014)	35	56	3	1	5	*
9/7 - 9/9 (1013)	36	58	2	1	2	*
8/31 - 9/2 (1128)	37	56	3	1	3	*
8/24 - 8/26 (1026)	41	52	2	*	4	*
8/3 - 8/5 (1001)	43	48	3	1	4	1
7/20 - 7/22 (1059)	42	49	3	1	6	*

BASE: Registered Voters

8) Tax Policy

(Base)	Kerry	Bush	(VOL) Neither	(VOL) Both	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21 (1059)	41	48	3	1	6	1
10/14 - 10/15 (1000)	45	46	4	1	4	*
10/6 - 10/7 (1024)	45	43	3	1	7	1
9/21 - 9/23 (1014)	40	46	5	1	8	*
9/7 - 9/9 (1013)	41	50	4	*	5	*
8/31 - 9/2 (1128)	40	49	3	*	6	1
8/24 - 8/26 (1026)	45	44	3	*	7	*
8/3 - 8/5 (1001)	47	43	4	*	5	*
7/20 - 7/22 (1059)	-	-	-	-	-	-

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BASE: Registered Voters

9) Being Commander-in-Chief of the Armed Forces

(Base)	Kerry	Bush	(VOL) Neither	(VOL) Both	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21 (1059)	40	52	2	1	3	1
10/14 - 10/15 (1000)	41	51	2	1	4	*
10/6 - 10/7 (1024)	42	51	2	1	4	1
9/21 - 9/23 (1014)	37	53	3	1	6	*
9/7 - 9/9 (1013)	37	57	2	1	3	1
8/31 - 9/2 (1128)	39	54	3	*	3	*
8/24 - 8/26 (1026)	42	50	1	*	6	*
8/3 - 8/5 (1001)	47	45	2	1	4	*
7/20 - 7/22 (1059)	-	-	-	-	-	-

Q7. Please tell me if you have a favorable or unfavorable opinion of...

BASE: Registered Voters

John Kerry

(Base)	Favorable	Unfavorable	(VOL) Don't know	(VOL) Refused
10/19 - 10/21 (1059)	45	42	12	1
10/14 - 10/15 (1000)	48	37	13	1
10/6 - 10/7 (1024)	50	34	15	2
9/21 - 9/23 (1014)	42	36	21	1
9/7 - 9/9 (1013)	43	42	14	*
8/31 - 9/2 (1128)	43	36	19	1
8/24 - 8/26 (1026)	44	33	22	1
8/3 - 8/5 (1001)	53	29	18	1
7/20 - 7/22 (1059)	47	29	24	*

BASE: Registered Voters

George W. Bush

(Base)	Favorable	Unfavorable	(VOL) Don't know	(VOL) Refused
10/19 - 10/21 (1059)	51	42	7	1
10/14 - 10/15 (1000)	49	40	10	1
10/6 - 10/7 (1024)	48	42	9	1
9/21 - 9/23 (1014)	49	37	13	*
9/7 - 9/9 (1013)	55	38	7	1
8/31 - 9/2 (1128)	52	40	8	*
8/24 - 8/26 (1026)	46	39	15	1
8/3 - 8/5 (1001)	45	45	10	1
7/20 - 7/22 (1059)	45	45	9	*

* = less than 1%

- = question not asked/zero respondents

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Q9A. In general, do you approve or disapprove of the way President Bush is handling his job as president?

BASE: Registered Voters

	(Base)	Approve	Disapprove	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	(1059)	53	44	2	1
10/14 - 10/15	(1000)	49	49	2	*
10/6 - 10/7	(1024)	50	46	3	1
9/21 - 9/23	(1014)	53	43	4	*
9/7 - 9/9	(1013)	56	41	3	*
8/31 - 9/2	(1128)	55	42	3	*
8/24 - 8/26	(1026)	51	45	3	1
8/3 - 8/5	(1001)	50	46	3	*
7/20 - 7/22	(1059)	50	47	4	*

* = less than 1%

- = question not asked/zero respondents

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October 19-21 Data:

Q4ND. How much difference will the outcome of the presidential election make to the country's well-being in the next four years - a great deal of difference, some difference, or not much difference?

BASE: Registered Voters

	Great deal of difference	Some difference	Not Much difference	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	65	23	8	3	*

Q4nd2. If the candidate you support loses the election, do you think it will make only some difference in the next four years or do you think it would have a major negative impact on the country?

BASE: Registered Voters

	only some difference	major negative impact	(VOL) Not much difference	(VOL) Don't know	(VOL) Refused
10/19 - 10/21	22	70	3	4	*

Q6B. Which candidate do you trust more to handle each of the following areas? PREVENT THE SPREAD OF WEAPONS OF MASS DESTRUCTION

BASE: Registered Voters

	Kerry	Bush	(VOL) Neither candidate	(VOL) Both candidates	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	37%	53%	5%	1%	3%	1%

Q9na. Regardless of which candidate you support, do you approve or disapprove of the job President Bush and his administration has done in managing Iraq after the invasion?

BASE: Registered Voters

	Approve	Disapprove	(VOL) Don't know	(VOL) Refused
10/19 - 10/21	46	50	3	1

Q67. Turning now to election day next month, how worried are you that your own vote will NOT be counted accurately - very worried, somewhat worried, not very worried or not at all worried?

BASE: Registered Voters

	Very worried	Somewhat worried	Not very worried	Not at all worried	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	10	19	20	50	1	*

Q68. How worried are you about each of the following a) That the officials in your area will try to manipulate the vote counts to favor their candidate?

BASE: Registered Voters

	Very worried	Somewhat worried	Not Very worried	Not at all worried	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	8	19	25	47	2	*

* = less than 1%

- = question not asked/zero respondents

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Q68. How worried are you about each of the following b) That officials in OTHER parts of the country will try to manipulate the vote counts to favor their candidate?

BASE: Registered Voters

	Very worried	Somewhat worried	Not Very worried	Not at all worried	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	23	37	17	21	3	*

Q68. How worried are you about each of the following c) That the courts may have to determine who won the Presidential election

BASE: Registered Voters

	Very worried	Somewhat worried	Not Very worried	Not at all worried	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	21	37	16	24	2	*

Q69. In your view, how worried are you that, because of possible vote fraud and problems in counting of the ballots, the President who takes office will not be the legitimate winner of the election?

BASE: Registered Voters

	Very worried	Somewhat worried	Not Very worried	Not at all worried	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	15	33	21	28	2	*

Q70. What if the Presidential race winds up being determined again by the courts, as it was in the last Presidential election? Would you trust the courts to determine the election winner, or not?

BASE: Registered Voters

	Trust	Not Trust	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	54	41	4	1

Q71. Do you think we should keep the Electoral College, or should we amend the Constitution and elect as President whoever gets the most votes in the whole country?

BASE: Registered Voters

	Keep Electoral College	Amend Constitution	(VOL) Other	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	37	56	1	6	*

Q72. How much progress do you think the country has made since 2000 in improving the accuracy of vote counting - a lot, some, not much, or not at all?

BASE: Registered Voters

	A lot	Some	Not much	Not at all	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	13	46	23	9	8	1

* = less than 1%

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Q73. Do you believe that the country has become more UNITED or more DIVIDED in the past four years?

BASE: Registered Voters

	More united	More divided	(VOL) Depends /mixed	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	41	47	8	4	*

Q74. How much are each of the following to blame for dividing the country in the past four years -- a lot, some, or not much? a) THE MEDIA

BASE: Registered Voters not answering MORE UNITED in Q73

	A lot	Some	not much	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	57	29	11	2	*

Q74. How much are each of the following to blame for dividing the country in the past four years -- a lot, some, or not much? b) GEORGE BUSH

BASE: Registered Voters not answering MORE UNITED in Q73

	A lot	Some	not much	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	47	24	25	2	1

Q74. How much are each of the following to blame for dividing the country in the past four years -- a lot, some, or not much? c) REPUBLICAN PARTY POLITICIANS

BASE: Registered Voters not answering MORE UNITED in Q73

	A lot	Some	not much	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	35	37	23	4	1

Q74. How much are each of the following to blame for dividing the country in the past four years -- a lot, some, or not much? d) DEMOCRATIC PARTY POLITICIANS

BASE: Registered Voters not answering MORE UNITED in Q73

	A lot	Some	not much	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	28	40	28	4	1

Q74. How much are each of the following to blame for dividing the country in the past four years -- a lot, some, or not much? e) THE PRESIDENTIAL ELECTION FOUR YEARS AGO

BASE: Registered Voters not answering MORE UNITED in Q73

	A lot	Some	not much	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	42	35	19	2	1

Q74. How much are each of the following to blame for dividing the country in the past four years -- a lot, some, or not much? f) THE CONGRESS

BASE: Registered Voters not answering MORE UNITED in Q73

* = less than 1%

- = question not asked/zero respondents

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	A lot	Some	not much	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	27	43	24	5	*

Q74. How much are each of the following to blame for dividing the country in the past four years -- a lot, some, or not much? g) THE SUPREME COURT

BASE: Registered Voters not answering MORE UNITED in Q73

	A lot	Some	not much	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	21	34	37	7	1

Q75. Which candidate for President is most likely to unite the country more?

BASE: Registered Voters

	John Kerry	George Bush	(VOL) Neither	(VOL) Both	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	42	43	8	1	6	1

Q76. Would you say that JOHN KERRY has run a mostly positive campaign or a mostly negative campaign?

BASE: Registered Voters

	Mostly positive	Mostly negative	(vol.) mixed	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	40	49	8	3	*

Q76. Would you say that GEORGE BUSH has run a mostly positive campaign or a mostly negative campaign?

BASE: Registered Voters

	Mostly positive	Mostly negative	(vol.) mixed	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	47	41	9	3	*

Q77. Do you feel that this year's political campaigns have been more positive than usual or more negative or about the same as always?

BASE: Registered Voters

	More positive	More negative	About the same as always	(VOL) Don't Know	(VOL) Refused
10/19 - 10/21	8	36	52	3	*

* = less than 1%

- = question not asked/zero respondents

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Methodology

This Time Magazine poll was conducted by telephone October 19-21, 2004 among a random sample of 1,200 adults throughout America. The random sample includes 1,059 reported registered voters and 803 likely voters. The margin of error for registered voters is approximately +/- 3 percentage points. The margin of error for likely voters is approximately +/- 4% points.

- *Likely voters reported party identifications are: 35% Democrat, 35% Republican, 23% Independents.*
- *Registered voters party affiliations are: 35% Democrat, 33% Republican, 23% Independent.*

Schulman, Ronca, & Bucuvalas (SRBI) Public Affairs designed the survey and conducted all interviewing. The full Time questionnaire and trend data may be found at: www.srbi.com.

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