



FOX News/Opinion Dynamics Poll

22 July 04

Polling was conducted by telephone July 20-21, 2004 in the evenings. The total sample is 900 registered voters nationwide, with a margin of error of ± 3 percentage points. There is a subsample of 767 likely voters (LV), with a margin of error of ± 4 percentage points. Results are of registered voters, unless otherwise noted.

On the vote questions, "Battlegrounds" include the following states: Arizona, Arkansas, Florida, Iowa, Michigan, Minnesota, Missouri, Nevada, New Hampshire, New Mexico, Ohio, Oregon, Pennsylvania, West Virginia, and Wisconsin.

1. - 5. I'm going to read the names of some people. Please tell me whether you have a generally favorable or unfavorable opinion of each. If you've never heard of one, please just say so. (RANDOMIZE)

SCALE: 1. Favorable 2. Unfavorable 3. (Can't say) 4. Never heard of

***** SUMMARY CHART *****

	Favorable	Unfavorable	Can't say	Never heard
George W. Bush	50%	42	8	-
John Kerry	44%	39	16	1
Dick Cheney	43%	41	14	2
John Edwards	44%	29	21	6
Hillary Clinton	44%	44	11	1

George W. Bush

	Favorable	Unfavorable	Can't say	Never heard		Favorable	Unfavorable	Can't say	Never heard
20-21 Jul 04	50%	42	8	-	23-24 Mar 04	50%	43	7	-
22-23 Jun 04	52%	41	7	-	3-4 Mar 04	52%	40	8	-
8-9 Jun 04	52%	41	7	-	4-5 Feb 04	56%	37	7	-
4-5 May 04	50%	42	8	-	21-22 Jan 04	54%	39	7	-
6-7 Apr 04	49%	44	7	-					

John Kerry

	Favorable	Unfavorable	Can't say	Never heard		Favorable	Unfavorable	Can't say	Never heard
20-21 Jul 04	44%	39	16	1	6-7 Apr 04	43%	35	19	3
22-23 Jun 04	42%	43	13	2	23-24 Mar 04	43%	36	20	1
8-9 Jun 04	44%	37	16	3	3-4 Mar 04	47%	28	20	5
4-5 May 04	39%	40	19	2	21-22 Jan 04	43%	24	23	10

	Favor able	Unfav orable	Can't say	Never heard
Dick Cheney				
20-21 Jul 04	43%	41	14	2
4-5 Feb 04	46%	39	14	1
21-22 Jan 04	43%	39	15	3
John Edwards				
20-21 Jul 04	44%	29	21	6
21-22 Jan 04	37%	19	29	15
Hillary Clinton				
20-21 Jul 04	44%	44	11	1
21-22 Jan 04	47%	44	9	-

6. If the election for president of the United States were held today, for whom would you vote if the candidates were: (ROTATE)
 SCALE: 1. Republican George W. Bush 2. Democrat John Kerry 3. Independent candidate Ralph Nader 4. (Not sure/Other) 5. (Would not vote)

	Bush	Kerry	Nader	(NS/Other)	(Would not vote)
REGISTERED VOTERS					
National	43%	42	4	10	1
Democrats	8%	80	3	9	-
Republicans	87%	3	3	7	-
Independents	38%	39	4	17	2
Battlegrounds	42%	41	5	11	1
LIKELY VOTERS					
20-21 Jul 04	43%	44	3	9	1
PAST REGISTERED VOTER TREND					
20-21 Jul 04	43%	42	4	10	1
22-23 Jun 04	47%	40	3	9	1
8-9 Jun 04	42%	42	3	12	1
18-19 May 04	40%	40	3	15	2
21-22 Apr 04	42%	40	2	14	2
23-24 Mar 04	43%	42	3	10	2

7. If the election for president of the United States were held today, for whom would you vote if the candidates were: (ROTATE)
 1. Republican George W. Bush 2. Democrat John Kerry 3. (Not sure/Other)
 4. (Would not vote)

	Bush	Kerry	(NS/Other)	(Would not vote)
REGISTERED VOTERS				
National	44%	44	10	2
Democrats	10%	82	7	1
Republicans	88%	4	7	1
Independents	39%	41	16	4
Battlegrounds	44%	42	11	3
LIKELY VOTERS				
20-21 Jul 04	44%	45	9	2

PAST REGISTERED VOTER TREND

	Bush	Kerry	(NS/Other)	(Would not vote)
20-21 Jul 04	44%	44	10	2
22-23 Jun 04	48%	42	8	2
8-9 Jun 04	43%	45	10	2
18-19 May 04	42%	42	13	3
4-5 May 04	44%	41	13	2
21-22 Apr 04	43%	42	12	3
6-7 Apr 04	43%	44	12	1
23-24 Mar 04	44%	44	10	2

8. Do you support (insert candidate choice) strongly or only somewhat?
 SCALE: 1. Strongly support 2. Only somewhat support 3. (Not sure)

	--- Bush Voters ---			--- Kerry Voters ---		
	Strngly	Smwht	(NS)	Strngly	Smwht	(NS)
REGISTERED VOTERS						
20-21 Jul 04	76%	23	1	60%	37	3
22-23 Jun 04	75%	25	-	53%	45	2
18-19 May 04	78%	21	1	59%	40	1
6-7 Apr 04	73%	26	1	52%	46	2
LIKELY VOTERS						
20-21 Jul 04	79%	21	-	63%	35	2

9. Do you approve or disapprove of the job George W. Bush is doing as president?

	Dis			Dis			
	Approve	approve	(DK)	Approve	approve	(DK)	
20-21 Jul 04	47%	45	8	23-24 Mar 04	47%	44	9
22-23 Jun 04	49%	44	7	3-4 Mar 04	48%	44	8
8-9 Jun 04	48%	45	7	18-19 Feb 04	48%	41	11
18-19 May 04	48%	43	9	4-5 Feb 04	53%	41	6
4-5 May 04	49%	43	8	21-22 Jan 04	53%	39	8
21-22 Apr 04	50%	44	6	7-8 Jan 04	58%	31	11
6-7 Apr 04	49%	44	7				

10. In your everyday conversations with friends and neighbors, what topic would you say comes up most often these days? (OPEN ENDED)

	20-21 July	4-5 May	3-4 Mar	21-22 Jan
Iraq/Saddam Hussein	21%	27%	9%	13%
Economy/Jobs/Employment	15	18	28	27
Politics/Political issues	12	7	10	12
9/11 /Terrorism/War on Terror	9	11	3	7
Family issues	6	6	7	7
Gas prices	6	6	-	-
Health Care	4	4	4	5
Weather	3	1	3	2
Current events/World news	3	2	2	2
Education/Schools	3	2	3	4
Local issues	2	1	4	3
Religion/Bible	2	2	3	2
Sports	2	2	2	5
Taxes	1	1	2	2
TV/Entertainment	1	1	1	1
Recreation	1	1	2	-

Stock market/Finances/Money	1	-	-	1
Middle East	-	1	1	1
Elderly/Social Security	-	-	1	1

11. Are you better off or worse off financially today than you were four years ago?

SCALE: 1. Better off 2. Worse off 3. (Same) 4. (Not sure)

	Better	Worse	(Same)	(NS)
20-21 Jul 04	41%	32	26	1
Dem	28%	47	24	1
Rep	62%	10	27	1
Ind	33%	38	28	1
23-24 Mar 04	40%	35	24	1

12. Which one of the following phrases would you say best describes the times Americans live in today?

SCALE: 1. Extremely pleasant and easy 2. Somewhat pleasant and easy 3. Somewhat stressful and difficult 4. Extremely stressful and difficult 5. (Mixed/Depends) 6. (Not sure)

PLEASANT & EASY				STRESSFUL & DIFFICULT					
	TOTAL	Ext	Swht	TOTAL	Swht	Ext	(M/D)	(NS)	
20-21 Jul 04	25%	3	22	65	50	15	8	2	
Dem	11%	1	10	79	57	22	9	1	
Rep	46%	6	40	45	40	5	7	2	
Ind	22%	3	19	65	48	17	12	1	

13. Over the next five years, do you think life for average Americans is going to get better or worse? (If better/worse, "Is that a lot or a little?")

SCALE: 1. A lot better 2. A little better 3. A little worse 4. A lot worse 5. (No change) 6. (Not sure) 7. (Depends who wins presidential race)

BETTER				WORSE				(No Chg)	
	TOTAL	A Lot	Little	TOTAL	Little	A Lot	(NS)	(Dpnds)	
20-21 Jul 04	42%	14	28	27	16	11	5	11 15	
Dem	36%	11	25	29	17	12	3	11 21	
Rep	55%	19	36	21	14	7	7	7 10	
Ind	33%	9	24	35	21	14	6	13 13	

14. Earlier you said the times Americans live in today are (insert answer from Q12). Based on that, how would you rate the job George W. Bush is doing as president?

SCALE: 1. Excellent 2. Good 3. Fair 4. Poor 5. (Not sure)

	Excllnt	Good	Fair	Poor	(NS)
1. Extremely pleasant and easy	57%	13	20	10	-
2. Somewhat pleasant and easy	33%	42	15	9	1
3. Somewhat stressful and difficult	7%	25	32	34	2
4. Extremely stressful and difficult	5%	10	16	67	2
5. (Mixed/Depends)	17%	27	27	29	-
6. (Not sure)	26%	33	13	15	13

***** BUSH SUMMARY CHART *****

	Excel/ Good	Fair/ Poor	(Not sure)
Pleasant and easy	74%	25	1
Stressful and difficult	28%	70	2
(Mixed/depends)	44%	56	-
(Not sure)	59%	28	13

15. If John Kerry were president right now, what kind of job do you think he would be doing as president?

	Excllnt	Good	Fair	Poor	(NS)
1. Extremely pleasant and easy	3%	3	27	53	14
2. Somewhat pleasant and easy	1%	14	29	38	18
3. Somewhat stressful and difficult	6%	28	27	17	22
4. Extremely stressful and difficult	9%	36	25	13	17
5. (Mixed/Depends)	4%	26	19	23	28
6. (Not sure)	6%	20	13	33	28

***** KERRY SUMMARY CHART *****

	Excel/ Good	Fair/ Poor	(Not sure)
Pleasant and easy	14%	69	17
Stressful and difficult (Mixed/depends)	37%	42	21
(Not sure)	29%	43	28
	26%	46	28

16. - 23. Which presidential candidate (Bush or Kerry) do you think: (ROTATE)
SCALE: 1. George W. Bush 2. John Kerry 3. (Both) 4. (Neither) 5. (Not sure)

***** SUMMARY CHART *****

	Bush	Kerry	(Both)	(Nthr)	(NS)	B-K
Is a more likeable person?	43%	38	5	4	10	+5
Make United States stronger country?	44%	38	2	4	12	+6
Is a stronger leader?	50%	31	2	3	14	+19
Is more knowledgeable on the issues?	48%	32	7	3	10	+16
Say and do anything to get elected?	33%	38	19	2	8	-5
Is a better communicator?	37%	42	4	5	12	-5
More likely to change positions on the issues?	19%	56	7	3	15	-37
Will fight harder for what he believes?	49%	30	10	2	9	+19

PAST TREND

	Bush	Kerry	(Both)	(Nthr)	(NS)	B-K
Is a more likeable person?						
20-21 Jul 04	43%	38	5	4	10	+5
4-5 May 04	49%	30	6	5	10	+19
Will make the United States a stronger country?						
20-21 Jul 04	44%	38	2	4	12	+6
4-5 May 04	49%	33	2	6	10	+16
6-7 Apr 04	43%	38	3	5	11	+5
Is a stronger leader?						
20-21 Jul 04	50%	31	2	3	14	+19
4-5 May 04	52%	31	2	3	12	+21
6-7 Apr 04	48%	35	2	3	12	+13
Is more knowledgeable on the issues?						
20-21 Jul 04	48%	32	7	3	10	+16
4-5 May 04	48%	33	6	3	10	+15
6-7 Apr 04	45%	36	8	2	9	+9

	Bush	Kerry	(Both)	(Nthr)	(NS)	B-K
Is more likely to say and do anything to get elected?						
20-21 Jul 04	33%	38	19	2	8	-5
4-5 May 04	34%	35	20	4	7	-1
6-7 Apr 04	35%	36	19	4	6	-1
Is a better communicator?						
20-21 Jul 04	37%	42	4	5	12	-5
Is more likely to change positions on the issues?						
20-21 Jul 04	19%	56	7	3	15	-37
4-5 May 04	23%	53	10	2	12	-30
Will fight harder for what he believes?						
20-21 Jul 04	49%	30	10	2	9	+19

24. - 26. Which candidate do you think would do a better job on the following issues?

SCALE: 1. George W. Bush 2. John Kerry 3. (Both) 4. (Neither) 5. (Not sure)

***** SUMMARY CHART *****

	Bush	Kerry	(Both)	(Nthr)	(NS)	B-K
The economy	39%	45	2	4	10	-6
The war on terrorism	50%	35	2	4	9	+15
The country's moral climate	46%	34	3	5	12	+12

TREND:

	Bush	Kerry	(Both)	(Nthr)	(NS)	B-K
The economy						
20-21 Jul 04	39%	45	2	4	10	-6
22-23 Jun 04	42%	42	1	5	10	0
8-9 Jun 04	41%	44	2	3	10	-3
4-5 May 04	41%	39	2	6	12	+2
6-7 Apr 04	39%	44	2	4	11	-5
3-4 Mar 04*	39%	46	na	na	15	-7
18-19 Feb 04*	40%	47	na	na	13	-7

*Wording: "Managing the country's"

The war on terrorism						
20-21 Jul 04	50%	35	2	4	9	+15
8-9 Jun 04	47%	32	3	6	12	+15
4-5 May 04	52%	26	3	5	14	+26
6-7 Apr 04	51%	33	3	3	10	+18
The country's moral climate						
20-21 Jul 04	46%	34	3	5	12	+12

27. Democratic presidential candidate John Kerry recently selected North Carolina Senator John Edwards as his running mate. By Election Day, do you think Edwards will add votes to the Democratic ticket, take votes away from the ticket or make no difference to votes for the Democratic ticket?

1. Edwards will add votes to Democratic ticket	53%
2. Edwards will take votes away from Democratic ticket	5
3. Edwards will make no difference	31
4. (Not sure)	11

28. In discussions with friends and co-workers, what is usually the first thing that comes up about Democratic Vice Presidential candidate John Edwards?

1. He's handsome	5%
2. He was a trial lawyer	10
3. He's from the South	5
4. He lacks experience	8
5. His positions on the issues	8
6. (Other: specify _____)	17
7. (Haven't talked to anyone about Edwards)	35
8. (Not sure)	12

29. Which vice presidential candidate would you feel more comfortable with if he had to step in and serve as president: Republican Dick Cheney or Democrat John Edwards? (ROTATE)

	All	Dem	Rep	Ind
1. Cheney	40%	12%	77%	31%
2. Edwards	47	77	13	48
3. (Both)	1	2	1	2
4. (Neither)	4	3	3	6
5. (Not sure)	8	6	6	13

30. When you add together all the money the presidential candidates have personally, which ticket do you think is the richest?

1. Bush-Cheney	41%
2. Kerry-Edwards	31
3. (Both tickets are rich)	11
4. (Don't care)	4
5. (Not sure)	13

31. Which one of the four candidates would you rather hang out with: George W. Bush, John Kerry, Dick Cheney, or John Edwards? (Randomize)

	All	Dem	Rep	Ind	Men	Women
1. Bush	36%	9%	74%	26%	39%	34%
2. Kerry	18	32	2	17	16	19
3. Cheney	5	-	8	7	6	4
4. Edwards	21	38	6	18	20	22
5. (None)	13	12	7	23	12	14
6. (All equal)	2	2	2	5	3	2
7. (Not sure)	5	7	1	4	4	5

32. Which presidential ticket do you think better shares the values of average Americans: George Bush and Dick Cheney or John Kerry and John Edwards? (ROTATE)

	All	Dem	Rep	Ind
1. Bush-Cheney	40%	9%	81%	33%
2. Kerry-Edwards	44	80	7	43
3. (Both)	3	3	2	4
4. (Neither)	4	1	4	9
5. (Not sure)	9	7	6	11

33. Do you support or oppose the United States having taken military action to disarm Iraq and remove Iraqi President Saddam Hussein? Is that strongly (support/oppose) or only somewhat (support/oppose)?

	----- SUPPORT -----			----- OPPOSE -----			(NS)
	TOTAL	Strngly	Smwht	TOTAL	Smwht	Strngly	
20-21 Jul 04	58%	40	18	37	11	26	5
Dem	30%	15	15	64	19	45	6
Rep	92%	72	20	6	2	4	2
Ind	57%	34	23	38	10	28	5
8-9 Jun 04	60%	45	15	34	9	25	6
21-22 Apr 04	65%	49	16	31	7	24	4
23-24 Mar 04	61%	45	16	32	12	20	7
21-22 Jan 04	66%	48	18	28	11	17	6

34. Under the new Iraqi interim government, do you think things in Iraq are getting better or getting worse?

	All	Dem	Rep	Ind
1. Better	37%	20%	60%	32%
2. Worse	35	54	15	34
3. (Same)	10	10	7	12
4. (Too soon)	9	8	9	12
5. (Not sure)	9	8	9	10

35. Do you think the United States would be more secure or less secure if management of the FBI, CIA and other intelligence agencies were combined?

	All	Dem	Rep	Ind
1. More secure	52%	53%	49%	53%
2. Less secure	16	16	16	17
3. (No difference)	12	13	12	12
4. (Not sure)	20	18	23	18

36. How confident are you that U.S. intelligence agencies have improved their procedures and will be able to prevent attacks like 9/11 in the future?

SCALE: 1. Very confident 2. Somewhat confident 3. Not very confident 4. Not at all confident 5. (Not sure)

	--- Confident ---			- Not Confident -			(NS)
	TOTAL	Very	Smwht	TOTAL	NtVry	Not	
20-21 Jul 04	59%	14	45	35	22	13	6
29-30 Jul 03	62%	17	45	33	20	13	5

37. If there were a major terrorist attack before Election Day, would you be more likely to vote to re-elect George W. Bush or less likely to vote for Bush?

	All	Dem	Rep	Ind	Bush	Kerry
					Voters	Voters
1. More likely	36%	10%	71%	27%	72%	3%
2. Less likely	35	63	4	35	2	70
3. (No difference)	24	23	22	32	23	24
4. (Not sure)	5	4	3	6	3	3

38. If there were a major terrorist attack immediately before Election Day, do you think voter turnout would be higher than it usually is because people would be more motivated to vote or would voter turnout be lower than usual because people would be reluctant to go out and vote?

1. Voter turnout would be higher	61%
2. Voter turnout would be lower	21

- 3. (No difference in voter turnout) 9
- 4. (Not sure) 9

39. Do you remember ever having made a voting decision in a presidential election based on what you saw or heard during either the Democratic National Convention or the Republican National Convention?

- 1. Yes 22%
- 2. No 73
- 3. (Not sure) 5

40. Do you think the punishment Martha Stewart was sentenced to serve was too light, too tough or was her sentence fair?

- 1. Too light 26%
- 2. Too tough 22
- 3. Fair 36
- 4. (She's innocent) 3
- 5. (Not sure) 13

41. Recently a number of entertainment and media figures have become involved in politics. Who comes closer to representing your personal values: Comedian Whoopi Goldberg or Comedian Dennis Miller? (ROTATE)

	All	Dem	Rep	Ind
1. Whoopi Goldberg	18%	29%	8%	17%
2. Dennis Miller	20	10	34	16
3. (Both about the same)	4	3	3	6
4. (Neither)	34	31	36	36
5. (Not sure)	24	27	19	25