



# FOX News/Opinion Dynamics Poll

26 August 04

Polling was conducted by telephone August 24-25, 2004 in the evenings. The total sample is 1000 likely voters (LV) nationwide, with a margin of error of  $\pm 3$  percentage points.

Past 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. - 8. 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
Laura Bush	67%	21	11	1
Rudy Giuliani	59%	17	18	6
John McCain	57%	16	19	8
George W. Bush	50%	44	6	-
John Edwards	49%	27	19	5
John Kerry	48%	39	12	1
Dick Cheney	43%	42	14	1
Teresa Heinz Kerry	38%	32	21	9

## Trend Favorable Ratings

### George W. Bush

	Favorable	Unfavorable	Can't say	Never heard
24-25 Aug 04 LV	50%	44	6	-
3-4 Aug 04	47%	45	8	-
20-21 Jul 04	50%	42	8	-
22-23 Jun 04	52%	41	7	-
8-9 Jun 04	52%	41	7	-

### Dick Cheney

	Favorable	Unfavorable	Can't say	Never heard
24-25 Aug 04 LV	43%	42	14	1
3-4 Aug 04	40%	46	13	1
20-21 Jul 04	43%	41	14	2
4-5 Feb 04	46%	39	14	1
21-22 Jan 04	43%	39	15	3

Favorable	Unfavorable	Can't say	Never heard
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John Kerry  
 24-25 Aug 04 LV 48% 39 12 1  
 3-4 Aug 04 52% 34 13 1  
 20-21 Jul 04 44% 39 16 1  
 22-23 Jun 04 42% 43 13 2  
 8-9 Jun 04 44% 37 16 3

John Edwards  
 24-25 Aug 04 LV 49% 27 19 5  
 3-4 Aug 04 51% 28 17 4  
 20-21 Jul 04 44% 29 21 6  
 21-22 Jan 04 37% 19 29 15

John McCain  
 24-25 Aug 04 LV 57% 16 19 8  
 6-7 Jun 01 57% 18 18 7  
 28-29 Mar 01 54% 17 22 7

Rudy Giuliani  
 24-25 Aug 04 LV 59% 17 18 6  
 4-5 Feb 04 66% 13 16 5  
 11-12 Mar 03 74% 6 10 10  
 19-20 Sep 01 76% 6 10 8

Laura Bush  
 24-25 Aug 04 LV 67% 21 11 1  
 8-9 Jun 04 68% 13 17 2  
 3-4 Jun 03 73% 11 13 3

Teresa Heinz Kerry  
 24-25 Aug 04 LV 38% 32 21 9  
 8-9 Jun 04 25% 18 36 21

9. 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)	(Not vote)
LIKELY VOTERS	43%	44	3	10	-
Democrats	8%	84	1	7	-
Republicans	87%	7	1	5	-
Independents	33%	38	11	16	2
Men	45%	44	3	7	1
Women	41%	45	2	12	-
Veterans	50%	41	2	6	1

	Bush	Kerry	Nader	(NS/Other)	(Not vote)
Battlegrounds	37%	48	3	12	-

LIKELY VOTER TREND					
24-25 Aug 04	43%	44	3	10	-
3-4 Aug 04	43%	47	2	8	-
20-21 Jul 04	43%	44	3	9	1

REGISTERED VOTER TREND					
3-4 Aug 04	42%	46	2	9	1
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

10. 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)
LIKELY VOTERS	44%	45	9	2
Democrats	8%	85	6	1
Republicans	88%	7	5	-
Independents	36%	42	17	5
Men	46%	45	7	2
Women	42%	46	11	1
Veterans	51%	42	5	2
Battlegrounds	38%	49	11	2
LIKELY VOTER TREND				
24-25 Aug 04	44%	45	9	2
3-4 Aug 04	43%	48	8	1
20-21 Jul 04	44%	45	9	2
REGISTERED VOTER TREND				
3-4 Aug 04	43%	46	9	2
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

11. 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)
LIKELY VOTERS	77%	22	1	64%	34	2
24-25 Aug 04	77%	22	1	64%	34	2
3-4 Aug 04	75%	24	1	67%	32	1
20-21 Jul 04	79%	21	-	63%	35	2
REGISTERED VOTER TREND						
3-4 Aug 04	73%	26	1	66%	33	1
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

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

	Dis	Approve		(DK)
		Approve	Dis	
24-25 Aug 04 LV	51%	43	6	
3-4 Aug 04	44%	48	8	
20-21 Jul 04	47%	45	8	
22-23 Jun 04	49%	44	7	
8-9 Jun 04	48%	45	7	

13. What do you think is the most important issue for the federal government to address today? (DO NOT READ)

	24-25 Aug 04 LV	8-9 Jun 04	6-7 Apr 04	4-5 Feb 04
(Economy/Jobs/Unemployment)	30%	28%	34%	31%
(War/Iraq/Saddam Hussein)	20	23	13	7
(Health care/Prescription drugs)	14	10	10	15
(Terrorism - not Iraq)	9	7	8	7
(Defense/Military/Homeland/ National Security)	8	5	11	9
(Education)	4	4	4	5
(Domestic issues/Take care of U.S.)	3	2	2	3
(Social Security/Medicare)	2	4	3	3
(Balanced budget/Deficit)	2	2	2	4
(Taxes)	1	2	2	2
(Foreign affairs/Mideast-not Iraq)	1	2	1	1
(Environment/Energy)	1	1	-	-
(Gas prices)	-	1	na	na
(Crime/Drugs)	-	-	-	1
(Other)	2	5	7	4
(Don't know/Refused)	3	4	3	8

14. Regardless of how you plan to vote, who do you really believe will win the 2004 presidential election - George W. Bush or John Kerry?

SCALE: 1. Bush 2. Kerry 3. (Depends/Too soon to say) 4. (Not sure)

	Bush	Kerry	(Dpnds)	(NS)
24-25 Aug 04 LV	43%	35	14	8
Democrats	19%	62	12	7
Republicans	72%	9	13	6
Independents	40%	31	19	10

22-23 Jun 04	50%	30	14	6
21-22 Apr 04	51%	29	15	5

15. Regardless of how you plan to vote for president, who would you prefer to have as first lady of the United States -- Laura Bush or Teresa Heinz Kerry? (Rotate)

	Laura Bush	Teresa Heinz Kerry	(Both equal)	(Neither)	(Not sure)
24-25 Aug 04	48%	33	5	5	9
Democrats	14%	63	5	9	9
Republicans	88%	5	2	1	4
Independents	45%	24	9	6	16
Men	47%	33	4	7	9
Women	48%	32	7	3	10

16. Would you say you feel optimistic or pessimistic about the U.S. economy right now? (If optimistic/pessimistic, is that strongly or only somewhat?)

	--- OPTIMISTIC ---			--- PESSIMISTIC ---			(Neither/Don't Know)
	TOTAL	Strgly	Smwht	TOTAL	Smwht	Strgly	
24-25 Aug 04 LV	53%	27	26	40	19	21	7
Democrats	33%	18	15	61	26	35	6
Republicans	80%	41	39	13	9	4	7
Independents	48%	22	26	43	20	23	9
8-9 Jun 04	55%	26	29	38	19	19	7
3-4 Mar 04	57%	25	32	36	22	14	7
9-10 Sep 03	56%	24	32	37	17	20	7
29-30 Jul 03	60%	22	38	33	20	13	7

17. How would you rate your personal financial situation - excellent, good, only fair or poor?

	Exclnt	Good	Fair	Poor	(Not sure)
24-25 Aug 04 LV	13%	45	30	10	2
22-23 Jun 04	14%	48	25	11	2
3-4 Mar 04	14%	48	27	10	1
18-19 Nov 03	7%	40	37	13	3
23-24 Sep 03	5%	39	38	16	2

18. Given the intelligence information available at the time, do you think the United States made the right decision or the wrong decision in taking military action in Iraq?

	Right	Wrong	(Not sure)
24-25 Aug 04	47%	45	8
Democrats	21%	73	6
Republicans	80%	12	8
Independents	42%	49	9

19. Five years from now, do you think the war in Iraq will have been worth it or not?

SCALE: 1. Yes, worth it 2. No, not worth it 3. (Too soon) 4. (Not sure)

	Yes	No	(Too soon)	(NS)
24-25 Aug 04	40%	43	11	6
Democrats	16%	67	12	5
Republicans	70%	15	9	6
Independents	30%	48	16	6

20. Do you believe U.S. military action in Iraq has been an important contribution to fighting the war against terrorism or not?

SCALE: 1. Yes, it has 2. No, it has not 3. (Mix) 4. (Not sure)

	Yes	No	(Mix)	(NS)
24-25 Aug 04	50%	40	5	5
Democrats	24%	67	4	5
Republicans	83%	9	4	4
Independents	39%	47	10	4

21. - 31. 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 war on terror	50%	34	4	5	7	+16
A national crisis	48%	35	4	4	9	+13
Improving U.S. intel operations	45%	37	3	5	10	+8
The situation in Iraq	45%	40	2	5	8	+5
Appointing justices to Supreme Ct.	41%	40	3	3	13	+1
The economy	40%	46	1	4	9	-6
Gay marriage	33%	39	2	9	17	-6
Gas prices	31%	42	2	13	12	-11
Social Security	34%	47	2	6	1	-13
Protecting & creating jobs in U.S.	35%	50	2	5	8	-15
Prescription drug benefits	30%	49	2	7	12	-19

PAST TREND

	Bush	Kerry	(Both)	(Nthr)	(NS)	B-K
<b>The economy</b>						
24-25 Aug 04 LV	40%	46	1	4	9	-6
3-4 Aug 04	36%	44	4	3	13	-8
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
<i>*Wording: "Managing the country's"</i>						
<b>The war on terror</b>						
24-25 Aug 04 LV	50%	34	4	5	7	+16
3-4 Aug 04	44%	38	4	3	11	+6
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
<b>Social Security</b>						
24-25 Aug 04 LV	34%	47	2	6	1	-13
8-9 Jun 04	33%	44	3	6	14	-11
4-5 May 04	34%	37	2	9	18	-3
<b>Gay marriage</b>						
24-25 Aug 04 LV	33%	39	2	9	17	-6
<b>Gas prices</b>						
24-25 Aug 04 LV	31%	42	2	13	12	-11
8-9 Jun 04	32%	39	2	12	15	-7
<b>The situation in Iraq</b>						
24-25 Aug 04 LV	45%	40	2	5	8	+5
3-4 Aug 04	41%	40	3	5	11	+1
8-9 Jun 04	43%	39	1	6	11	+4
4-5 May 04	48%	35	1	6	10	+13
6-7 Apr 04	47%	34	2	5	12	+13
<b>Prescription drug benefits</b>						
24-25 Aug 04 LV	30%	49	2	7	12	-19
<b>Protecting and creating jobs in the United States</b>						
24-25 Aug 04 LV	35%	50	2	5	8	-15
23-24 Mar 04*	31%	48	na	na	21	-17
<i>*Wording: "(Not sure/Other)"</i>						
<b>A national crisis</b>						
24-25 Aug 04 LV	48%	35	4	4	9	+13
8-9 Jun 04	48%	34	3	4	11	+14
<b>Appointing justices to the United States Supreme Court</b>						
24-25 Aug 04 LV	41%	40	3	3	13	+1
<b>Improving U.S. intelligence operations</b>						
24-25 Aug 04 LV	45%	37	3	5	10	+8

32. Which candidate do you believe has the character to lead the United States through difficult times -- George W. Bush or John Kerry? (Rotate)

1. George W. Bush	47%
2. John Kerry	40
3. (Both)	5
4. (Neither)	3
5. (Not sure)	5

33. How important is a candidate's military service in deciding your vote for president?

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

	--- Important ---			- Not important -			
	TOTAL	Vry	Smwht	TOTAL	Ntvry	Not	(NS)
24-25 Aug 04	48%	20	28	50	23	27	2
Bush voters	45%	17	28	54	24	30	1
Kerry voters	52%	22	30	47	23	24	1

34. Which one of the following do you think best describes how John Kerry has portrayed his Vietnam combat service record?

SCALE: 1. Kerry has been honest about his record 2. Kerry has exaggerated, but not lied about his record 3. Kerry has lied about his combat record 4. (Not sure)

	Honest	Exaggerated	Lied	(NS)
24-25 Aug 04	36%	35	13	16
Democrats	62%	25	2	11
Republicans	11%	45	29	15
Independents	33%	39	8	20
Veterans	35%	35	19	11

35. Which best describes what you believe about John Kerry being awarded three Purple Hearts during his Vietnam War combat service?

SCALE: 1. Kerry deserved the Purple Hearts for the wounds he received 2. Kerry did not deserve the Purple Hearts he received because his wounds were too minor 3. (Not sure)

	Deserved	Did not	(NS)
24-25 Aug 04	50%	21	29
Democrats	74%	7	19
Republicans	29%	40	31
Independents	45%	15	40
Veterans	50%	21	29

36. Do you think the veterans who have been questioning John Kerry's military record have been fair or unfair in their criticism?

SCALE: 1. Fair 2. Unfair 3. (Not sure)

	Fair	Unfair	(NS)
24-25 Aug 04	37%	45	18
Democrats	16%	72	12
Republicans	62%	19	19
Independents	36%	40	24
Veterans	46%	41	13



37. Based on John Kerry's 20 years in the U.S. Senate, do you believe his record is best described as liberal, moderate or conservative? (If liberal or conservative, is that very or only somewhat?)

1. Very liberal	30%
2. Somewhat liberal	19
3. Moderate	30
4. Somewhat conservative	5
5. Very conservative	2
6. (Don't know)	14

38. Based on George W. Bush's record as president, do you believe his record is best described as liberal, moderate or conservative? (If liberal or conservative, is that very or only somewhat?)

1. Very liberal	4%
2. Somewhat liberal	6
3. Moderate	21
4. Somewhat conservative	21
5. Very conservative	37
6. (Don't know)	11

Questions 39 - 41 held for release

42. - 44. If presidential candidates George W. Bush and John Kerry were competing in this year's Olympic Games, which one do you think would be more likely to win at:

	Bush	Kerry	(NS)
Boxing?	31%	39	30
Bicycling?	30%	45	25
A Triathlon?	29%	40	31

Questions 45 - 46 held for release

47. Are you a current member or veteran of the U.S. Armed forces?

SCALE: 1. Current 2. Veteran 3. No/(Not sure)

	Current	Veteran	No/(NS)
24-25 Aug 04 LV	2%	14	84
21-22 Apr 04	3%	12	85
18-19 Nov 03	3%	16	81
19-20 May 99	2%	14	84

48. Do you personally know anyone in the Armed Forces or National Guard who has been or is being sent to the Middle East for the military action in Iraq?

SCALE: 1. Yes, know someone who is being/has been sent 2. No/(Not sure)

	Yes	No/(NS)
24-25 Aug 04 LV	61%	39
18-19 Nov 03	46%	54