



# FOX News/Opinion Dynamics Poll

Polling was conducted by telephone October 27-28, 2004 in the evenings. The total sample is 1,400 registered voters (RV), with a subsample of 1,200 likely voters (LV) nationwide. For registered and likely voters there is a margin of error of  $\pm 3$  percentage points. Past results are of registered voters, unless otherwise noted.

CURRENT VOTE FOR PRESIDENT AMONG LIKELY VOTERS				
	Bush	Kerry	Nader	(NS/Other)
Three-Way	50%	45	*	5
Two-Way	50%	45	na	5
AMONG REGISTERED VOTERS				
Three-Way	48%	46	1	5
Two-Way	47%	47	na	6

1. - 4. 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%	44	6	-
Dick Cheney	49%	43	8	-
John Edwards	47%	41	11	1
John Kerry	47%	46	7	-

George W. Bush	Favorable	Unfavorable	Can't say	Never heard
27-28 Oct 04 LV	50%	44	6	-
17-18 Oct 04 LV	49%	45	6	-
3-4 Oct 04 LV	52%	43	5	-
21-22 Sep 04 LV	52%	43	5	-
7-8 Sep 04 LV	51%	43	6	-

	Favor able	Unfav orable	Can't say	Never heard
<b>John Kerry</b>				
27-28 Oct 04 LV	47%	46	7	-
17-18 Oct 04 LV	48%	43	9	-
3-4 Oct 04 LV	46%	44	10	-
21-22 Sep 04 LV	47%	44	9	-
7-8 Sep 04 LV	46%	44	10	-

<b>Dick Cheney</b>				
27-28 Oct 04 LV	49%	43	8	-
17-18 Oct 04 LV	47%	41	11	1
21-22 Sep 04 LV	45%	43	10	2
7-8 Sep 04 LV	42%	44	12	2
24-25 Aug 04 LV	43%	42	14	1

	Favor able	Unfav orable	Can't say	Never heard
<b>John Edwards</b>				
27-28 Oct 04 LV	47%	41	11	1
17-18 Oct 04 LV	46%	39	13	2
21-22 Sep 04 LV	48%	34	15	3
7-8 Sep 04 LV	47%	31	17	5
24-25 Aug 04 LV	49%	27	19	5

5. If the election for president of the United States were held today, would you vote for: (ROTATE) If not sure: Well, which way do you lean?

SCALE: 1. Republican George W. Bush 2. Democrat John Kerry 3. Independent candidate Ralph Nader 4. (Not sure) 5. (Other) 6. (Would not vote)

*Please note: Starting with the Sep 21-22 poll, third party candidate Ralph Nader was only included in states where he is either on the ballot or where his ballot status is still in question.*

	Bush	Kerry	Nader	(NS/Other)	(Not vote)
LIKELY VOTERS	50%	45	*	5	-
Democrats	8%	86	1	5	-
Republicans	92%	6	-	2	-
Independents	45%	44	1	10	-
Men	54%	41	-	5	-
Women	45%	48	1	6	-

**LIKELY VOTER TREND**

27-28 Oct 04	50%	45	*	5	-
17-18 Oct 04	49%	42	2	7	-
3-4 Oct 04	47%	45	1	6	1
21-22 Sep 04	46%	42	1	11	-
7-8 Sep 04	47%	43	3	7	-

**REGISTERED VOTER TREND**

27-28 Oct 04	48%	46	1	5	-
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

6. If the election for president of the United States were held today, would you vote for: (ROTATE) If not sure: Well, which way do you lean?

SCALE: 1. Republican George W. Bush 2. Democrat John Kerry 3. (Other) 4. (Not sure) 5. (Would not vote)

	Bush	Kerry	(NS/Other)	(Not vote)
LIKELY VOTERS	50%	45	5	-
Democrats	9%	86	4	1
Republicans	93%	6	1	-
Independents	45%	46	8	1
Men	54%	41	4	1
Women	45%	49	5	1

LIKELY VOTER TREND

27-28 Oct 04	50%	45	5	-
17-18 Oct 04	48%	43	7	2
3-4 Oct 04	48%	45	6	1
21-22 Sep 04	45%	43	11	1
7-8 Sep 04	47%	45	7	1

REGISTERED VOTER TREND

27-28 Oct 04	47%	47	5	1
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

7. Is there any possibility at all that you will change your vote for president or will you definitely vote for (insert candidate choice)?

SCALE: 1. Possibility will change vote 2. Definitely will vote for candidate 3. (Not sure)

	Possibly Will Change	Definitely Will Vote	(NS)
27-28 Oct 04 LV	9%	87	4
Bush voters	11%	88	1
Kerry voters	7%	91	2
3-4 Oct 04 LV	11%	86	3
Bush voters	12%	86	2
Kerry voters	10%	86	4
7-8 Sep 04 LV	14%	84	2
3-4 Aug 04	20%	77	3

8A. (Ask Bush supporters) Would you say that your vote is better described as a vote for George W. Bush or a vote against John Kerry?

	For Bush	Against Kerry	(Not sure)
27-28 Oct 04 LV	80%	16	4
17-18 Oct 04 LV	81%	15	4
7-8 Sep 04 LV	82%	13	5
3-4 Aug 04	82%	12	6

8B. (Ask Kerry supporters) Would you say that your vote is better described as a vote for John Kerry or a vote against George W. Bush?

	For Kerry	Against Bush	(Not sure)
27-28 Oct 04 LV	51%	41	8
17-18 Oct 04 LV	56%	37	7
7-8 Sep 04 LV	41%	51	8
3-4 Aug 04	53%	41	6

9. Considering how things are today, would you say that the U.S. is generally headed in the right direction, or is it off on the wrong track?

	Right Direction	Wrong Track	Don't know
27-28 Oct 04 LV	42%	46	12
18-19 Nov 03	40%	47	13
3-4 Jun 03	54%	33	13
22-23 Oct 02 LV	46%	37	17
9-10 Jul 02	53%	26	21

10. Would you say your opinion on how things are going in the U.S. today is based (more on your personal experiences) or (more on what you see and hear in the media)? (ROTATE)

1. Personal experiences	42%
2. What I see and hear in the media	26
3. (Combination)	31
4. (Not sure)	1

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

	Approve	Disapprove	(DK)
27-28 Oct 04 LV	49%	46	5
27-28 Oct 04 RV	48%	47	5
17-18 Oct 04 LV	49%	44	7
3-4 Oct 04 LV	53%	43	4
21-22 Sep 04 LV	50%	45	5

12. Which one of the following issues will be most important to your vote for president? (ROTATE)

	27-28 Oct 04 LV	17-18 Oct 04 LV
Terrorism/Homeland security	24%	21%
The economy	21	21
Iraq	17	15
Health care or Medicare	9	10
Social Security	7	7
Abortion	4	5
Education	4	5
Taxes	3	4
Gay marriage	2	3
Stem Cell Research	1	1
(Not sure)	8	8

13. Between just the two issues of national security and the nation's economy, which one will be more important in deciding your vote for president? (PUSH FOR DECISION)

SCALE: 1. National security 2. Nation's economy 3. (Both) 4. (Neither) 5. (Not sure)

	Security	Economy	(Both)	(Neither)	(NS)
27-28 Oct 04 LV	48%	38	11	1	2
17-18 Oct 04 LV	46%	39	13	-	2
7-8 Sep 04 LV	45%	38	14	1	2
18-19 Feb 04	31%	44	23	1	1
18-19 Jun 02*	52%	19	28	na	1

\*Wording: "Which do you think is more important -- national security or the nation's economy?"

14. - 21. 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	45%	47	1	2	5	-2
The war on terrorism	53%	37	2	2	6	+16
Health care	41%	48	2	3	6	-7
The situation in Iraq	51%	41	1	2	5	+10
Education	44%	45	2	2	7	-1
Creating and protecting jobs in the U.S.	41%	47	2	4	6	-6
Appointing justices to the U.S. Supreme Court	48%	40	2	1	9	+8
Protecting your family	50%	38	2	4	6	+12

PAST TREND

The economy						
27-28 Oct 04 LV	45%	47	1	2	5	-2
17-18 Oct 04 LV	43%	46	2	3	6	-3
3-4 Oct 04 LV	40%	46	2	4	8	-6
21-22 Sep 04 LV	43%	44	3	4	6	-1
7-8 Sep 04 LV	41%	45	1	4	9	-4

The war on terrorism

27-28 Oct 04 LV	53%	37	2	2	6	+16
17-18 Oct 04 LV	52%	37	2	2	7	+15
3-4 Oct 04 LV	49%	37	3	5	6	+12
21-22 Sep 04 LV	51%	36	3	3	7	+15
7-8 Sep 04 LV	51%	36	2	4	7	+15

Health care

27-28 Oct 04 LV	41%	48	2	3	6	-7
17-18 Oct 04 LV	38%	47	2	3	10	-9
3-4 Oct 04 LV	33%	49	2	6	10	-16
21-22 Sep 04 LV	36%	48	3	5	8	-12
7-8 Sep 04 LV	35%	50	2	4	9	-15

The situation in Iraq

27-28 Oct 04 LV	51%	41	1	2	5	+10
17-18 Oct 04 LV	49%	40	1	3	7	+9
3-4 Oct 04 LV	47%	39	1	6	7	+8
21-22 Sep 04 LV	48%	37	3	4	8	+11
7-8 Sep 04 LV	49%	39	1	4	7	+10

Education

27-28 Oct 04 LV	44%	45	2	2	7	-1
7-8 Sep 04 LV	41%	43	4	3	9	-2
3-4 Aug 04	34%	47	3	3	13	-13
8-9 Jun 04	40%	44	3	3	10	-4
4-5 May 04	42%	40	1	3	14	+2

Protecting and creating jobs in the U.S.

27-28 Oct 04 LV	41%	47	2	4	6	-6
24-25 Aug 04 LV	35%	50	2	5	8	-15
23-24 Mar 04*	31%	48	na	na	21	-17

\*Wording: "(Not sure/Other)"

Appointing justices to the U.S. Supreme Court

27-28 Oct 04 LV	48%	40	2	1	9	+8
24-25 Aug 04 LV	41%	40	3	3	13	+1

Protecting your family

27-28 Oct 04 LV	50%	38	2	4	6	+12
3-4 Oct 04 LV	47%	36	3	7	7	+11

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

	Exclnt	Good	Fair	Poor	(Not sure)
27-28 Oct 04 LV	16%	47	27	8	2
21-22 Sep 04 LV	15%	44	27	10	4
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

23. Do you think it feels like the economy is getting stronger or not?

SCALE: 1. Stronger 2. Not stronger 3. (Not sure)

	Stronger	Not Stronger	(Not sure)
27-28 Oct 04 LV	45%	49	6
Democrats	14%	81	5
Republicans	78%	16	6
Independents	41%	53	6
7-8 Sep 04 LV	41%	51	8
22-23 Jun 04	47%	43	10
6-7 Apr 04*	36%	55	9
9-10 Sep 03	42%	49	9

\*April 2004 and earlier: "For you and your family, does it feel like ..."

24. Do you think the condition of the nation's economy will be better if George W. Bush or if John Kerry wins the presidential election, or will it make little difference which candidate wins? (ROTATE)

1. George W. Bush wins the presidential election	34%
2. John Kerry wins the presidential election	38
3. Makes little difference which candidate wins	24
4. (Not sure)	4

25. Do you think it is more important to stay in Iraq to win the war or get out of Iraq to end the war?

	All	Dem	Rep	Ind
1. Stay to win the war	57%	30%	83%	57%
2. Get out to end the war	34	59	12	30
3. (Not sure)	9	11	5	13

For reference: Do you think it is more important to win the war in Iraq or end the war in Iraq? (17-18 Oct 04 LV)

	All	Dem	Rep	Ind
1. Win the war	46%	23%	69%	46%
2. End the war	46	69	24	45
3. (Not sure)	8	8	7	9

26. Which presidential candidate do you think would more aggressively fight the war on terrorism?

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

	Bush	Kerry	(Both)	(Nthr)	(NS)	B-K
27-28 Oct 04 LV	61%	28	3	1	7	+33
17-18 Oct 04 LV	61%	25	5	2	7	+36

27. - 31. 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 stronger leader?	52%	40	1	1	6	+12
Is more likely to keep his word?	47%	40	2	5	6	+7
Is a more likeable person?	49%	39	4	2	6	+10
Has a better vision for the future of the country?	46%	46	2	2	4	0
Understands the average American better?	43%	43	2	7	5	0

PAST TREND

Is a stronger leader?

27-28 Oct 04 LV	52%	40	1	1	6	+12
3-4 Oct 04 LV	52%	38	2	2	6	+14
7-8 Sep 04 LV	51%	35	2	3	9	+16
3-4 Aug 04	44%	40	2	4	10	+4
20-21 Jul 04	50%	31	2	3	14	+19

Is more likely to keep his word?

27-28 Oct 04 LV	47%	40	2	5	6	+7
21-22 Sep 04 LV	46%	37	3	9	5	+9

Is a more likeable person?

27-28 Oct 04 LV	49%	39	4	2	6	+10
21-22 Sep 04 LV	47%	37	5	4	7	+10
20-21 Jul 04	43%	38	5	4	10	+5
4-5 May 04	49%	30	6	5	10	+19

Has a better vision for the future of the country?

27-28 Oct 04 LV	46%	46	2	2	4	0
21-22 Sep 04 LV	43%	43	5	4	5	0

Understands the average American better?

27-28 Oct 04 LV	43%	43	2	7	5	0
7-8 Sep 04 LV	39%	43	2	9	7	-4
3-4 Aug 04	36%	47	4	7	6	-11
4-5 May 04	38%	38	3	14	7	0
6-7 Apr 04	36%	42	3	10	9	-6

32. In a question about homosexuality in the final presidential debate, John Kerry mentioned Vice President Dick Cheney's lesbian daughter. Will Kerry's reference to Cheney's daughter make you more likely or less likely to vote for Kerry, or will his comment make no difference to your vote for president?

1. More likely to vote Kerry	2%
2. Less likely to vote Kerry	23
3. No difference to my vote	72
4. (Not sure)	2
5. (Didn't hear comment)	1

33. In the days before the election do you plan to use a mail ballot, an absentee ballot or some other form of early voting?

	RV	LV
1. Yes	8%	5%
2. No	69	70
3. (Not sure)	2	1
4. (Already voted)	21	24