October 2004 Statewide Keystone Poll

SUMMARY OF FINDINGS

Prepared by:
Center for Opinion Research
Floyd Institute for Public Policy
Franklin & Marshall College

BERWOOD A YOST
DIRECTOR, CENTER FOR OPINION RESEARCH
HEAD METHODOLOGIST, KEYSTONE POLL

G. TERRY MADONNA
DIRECTOR, CENTER FOR POLITICS AND PUBLIC AFFAIRS
DIRECTOR, KEYSTONE POLL

CHRISTINA L ABBOTT
ASSISTANT DIRECTOR, CENTER FOR OPINION RESEARCH

JENNIFER L HARDING
MANAGER OF DATA COLLECTION, CENTER FOR OPINION RESEARCH

October 6, 2004

The Presidential Race in Pennsylvania

The latest Keystone Poll shows that John Kerry has moved ahead of President George Bush in Pennsylvania, a critical battleground state, 48 percent to 41 percent. This is Kerry's largest advantage in Pennsylvania and is slightly larger than the margin he held after the Democratic national convention (Figure 1). Kerry's lead is somewhat smaller among likely voters, 49 percent to 43 percent.

Figure 1 Presidential Preference in Pennsylvania, Time Series

If the election for President was being held today and the candidates were George Bush, the Republican, John Kerry, the Democrat, and Ralph Nader, the Independent, would you vote for...
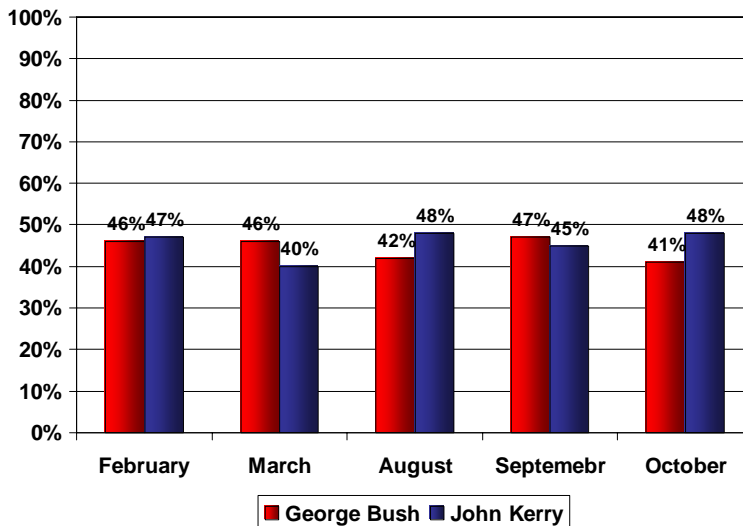
The upturn for John Kerry corresponds with changes in several important variables. First, Kerry's favorability ratings among the state's voters have increased while his unfavorable

ratings have declined. The story is exactly the opposite for

President Bush—his favorable ratings have declined and his

unfavorable ratings have increased since his nominating

convention (Table 1). Perhaps the most important change, though,

is in the President's re-elect ratings. Since the last Keystone Poll,

the proportion of Pennsylvania voters who think the president

deserves re-election has declined from 47 percent to 40 percent.

The proportion who believes it is time for a change in the White

House has increased from 49 percent to 55 percent in that same

period (Table A-5).

### Table 1 Presidential Candidates' Favorability Ratings in Pennsylvania, Time Series

	Favorable	Not Favorable	Undecided	Don't know
GEORGE BUSH				
October 2004	**42%**	**49%**	**9%**	**0%**
September 2004	46%	44%	10%	0%
August 2004	44%	46%	10%	0%
March 2004	45%	42%	12%	2%
February 2004	46%	43%	9%	3%
November 2003	49%	40%	11%	1%
April 2003	63%	25%	10%	2%
October 2000	43%	36%	18%	3%
July 2000	39%	35%	19%	7%
February 2000	32%	38%	24%	7%
July 1999	38%	16%	18%	28
JOHN KERRY				
October 2004	**48%**	**37%**	**14%**	**2%**
September 2004	41%	42%	13%	4%
August 2004	46%	35%	13%	5%
March 2004	37%	33%	18%	12%
February 2004	36%	26%	13%	25%

The President has an advantage over Senator Kerry in the Northeast and Central regions of the state (Table A-1). Kerry has the lead in Philadelphia, the Southeast, Allegheny County, and the Northwest. The race in the Southwest continues to be very tight. Senator Kerry leads among liberals and moderates, union households, military veterans, young voters, non-whites, and middle-income voters. The President does best among born-again Christians, conservatives, and gun owners. The race continues to be very tight among voters over 55 years of age and these voters may ultimately determine the winner in Pennsylvania.

The changes evident to the images of the candidates must in large part be attributed to their debate performances on September 30. Nearly three in four (77%) of the state's registered voters claims to have watched the debate. The consensus among the state's voters is that John Kerry was the clear winner (Figure 2). Six percent of the voters who watched the debate say it changed their Presidential preference, and three in four of those whose preference changed now plan to vote for John Kerry.

Keystone **Poll**

Figure 2 Evaluation of Debate Performance, Pennsylvania Voters

Did you watch the Presidential Debate held last Thursday night? Which candidate…
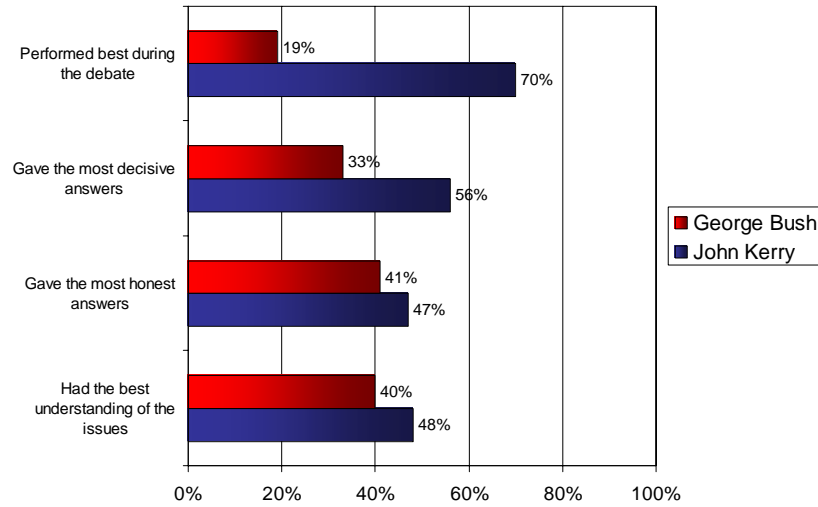
Note: Questions asked only of respondents who watched the debate (n=368).

The US Senate Race in Pennsylvania

The US Senate Race in Pennsylvania, pitting incumbent Republican Arlen Specter against US Representative Joe Hoeffel, has begun to narrow, as expected. In September, Specter led Hoeffel, 51 percent to 25 percent. At the moment, Specter leads 46 percent to 32 percent (Figure 3). Third party candidate Jim Clymer receives six percent of the vote. The Senate race is even closer among likely voters. Specter's current advantage among likely voters is only nine points, 44 percent to 35 percent. Hoeffel has improved his name recognition among the state's voters since September, although a majority still does not recognize his name.

Figure 3 US Senate Preference in Pennsylvania, Time Series

If the election for U.S. Senate was being held today and the candidates were Arlen Specter, the Republican and Joe Hoeffel, the Democrat, and Jim Clymer, the Constitutional Party Candidate would you vote for...
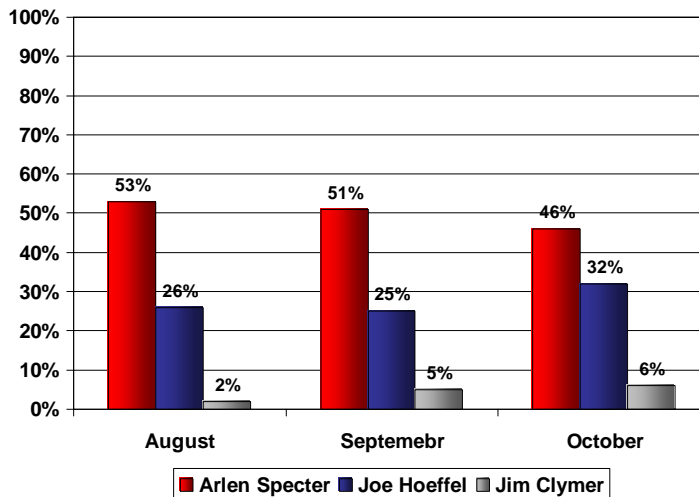
Both candidates need to improve their standing with their partisans, although Specter does better among Republicans than Hoeffel does with Democrats. Only half of Democrats plan to voter for Hoeffel while two-thirds of Republicans intend to vote for Specter (see Table A-3). Specter leads in every region of the state except Philadelphia and the Northwest. He also leads among most demographic groups. Hoeffel does lead among Jewish and non-white voters, although his support in these groups is far lower than the support that Democrats traditionally receive from them.

Methodology. This release summarizes the findings of a survey of 594 registered voters in Pennsylvania conducted by Franklin and Marshall College's Center for Opinion Research. The survey interviewing was conducted between September 30 and October 4, 2004. The sample error for the total sample is plus or minus 4.0 percent. Telephone numbers for the survey were generated via random digit dialing. Respondents were randomly selected from within each household and were screened to determine their voter registration status. The final sample includes 263 Republicans, 262 Democrats, and 69 Independent/Others.

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Table A-1. Presidential Preference in Pennsylvania by Demographics

If the election for President was being held TODAY and the candidates were George Bush, the Republican, John Kerry, the Democrat, and Ralph Nader, the Independent, who would you vote for?

	George Bush	John Kerry	Ralph Nader	Don't Know
Region				
Philadelphia	19%	67%	4%	10%
Northeast	63%	31%	0%	6%
Allegheny	34%	58%	0%	8%
Southwest	42%	40%	4%	13%
Northwest	28%	58%	7%	7%
Central	53%	36%	3%	8%
Southeast	30%	55%	4%	10%
Education				
High school graduate or less	40%	49%	3%	9%
Some college	38%	50%	4%	8%
College degree	43%	45%	3%	9%
Party Orientation				
Republican	70%	16%	3%	11%
Democrat	15%	79%	2%	4%
Independent	22%	53%	8%	18%
Other	27%	40%	20%	13%
Religion				
Catholic	40%	48%	2%	9%
Protestant	49%	40%	3%	8%
Jewish	8%	92%	0%	0%
Born Again Christian or Fundamentalist				
Yes	55%	34%	2%	9%
No	35%	53%	4%	8%
Political Ideology				
Liberal	15%	74%	5%	6%
Moderate	28%	59%	2%	11%
Conservative	72%	18%	2%	8%
General Abortion Stance				
Legal under any circumstances,	18%	70%	6%	6%
Legal under certain circumstances	41%	46%	2%	10%
Illegal in ALL circumstances	64%	25%	3%	7%
Union Household				
Yes	37%	52%	3%	8%
No	42%	46%	3%	9%
Military Veteran				
Yes	39%	53%	0%	8%
No	41%	47%	4%	9%
Gun Owner				
Yes	47%	41%	5%	8%
No	38%	51%	3%	9%
Racial Background				
White	44%	44%	3%	9%
Nonwhite	12%	78%	3%	7%
Household Income				
Under $20,000	39%	45%	4%	12%
$20 - $40,000	29%	60%	4%	7%
Over $40,000	44%	45%	2%	9%
Gender				
Male	40%	49%	3%	9%
Female	41%	47%	4%	9%
Age				
18-24	16%	65%	13%	6%
25-34	41%	49%	8%	2%
35-44	47%	41%	0%	11%
45-54	33%	53%	5%	9%
55-64	43%	45%	2%	10%
Over 65	44%	46%	1%	8%

Note: Percentages in this table reflect all registered voters.

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Table A-2 Bush's Hard Re-elect by Demographics

Do you believe that George Bush has done a good enough job as President to deserve re-election, or do you believe it is time for a change?

	Deserves Re-election	Time for a change	Don't know
Region			
Philadelphia	17%	76%	7%
Northeast	63%	35%	2%
Allegheny	36%	60%	4%
Southwest	42%	50%	8%
Northwest	27%	68%	5%
Central	51%	44%	5%
Southeast	32%	64%	4%
Education			
High school graduate or less	39%	55%	6%
Some college	39%	57%	4%
College degree	42%	52%	5%
Party Orientation			
Republican	70%	24%	6%
Democrat	14%	81%	5%
Independent	25%	70%	6%
Other	39%	69%	0%
Religion			
Catholic	39%	56%	5%
Protestant	49%	45%	6%
Jewish	8%	92%	0%
Born Again Christian or Fundamentalist			
Yes	55%	39%	6%
No	34%	61%	5%
Political Ideology			
Liberal	14%	84%	2%
Moderate	28%	65%	7%
Conservative	73%	23%	4%
General Abortion Stance			
Legal under any circumstances,	20%	77%	3%
Legal under certain circumstances	40%	53%	7%
Illegal in ALL circumstances	64%	34%	2%
Union Household			
Yes	37%	58%	5%
No	41%	54%	5%
Military Veteran			
Yes	38%	58%	3%
No	40%	54%	5%
Gun Owner			
Yes	48%	47%	5%
No	37%	58%	5%
Racial Background			
White	44%	51%	5%
Nonwhite	12%	84%	4%
Household Income			
Under $20,000	43%	50%	7%
$20 - $40,000	29%	67%	4%
Over $40,000	43%	52%	5%
Gender			
Male	41%	56%	3%
Female	40%	54%	6%
Age			
18-24	19%	74%	6%
25-34	37%	61%	2%
35-44	47%	48%	6%
45-54	36%	60%	4%
55-64	42%	53%	5%
Over 65	43%	50%	7%

Note: Percentages in this table reflect all registered voters.

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Table A-3. US Senate Vote Choice by Demographics

If the election for U.S. Senate was being held today and the candidates were Arlen Specter, Joe Hoeffel, and Jim Clymer, would you vote for...

	Arlen Specter	**Joe Hoeffel**	**Jim Clymer**	**Don't know**
Region				
Philadelphia	21%	53%	4%	21%
Northeast	53%	20%	8%	18%
Allegheny	44%	38%	3%	15%
Southwest	55%	29%	4%	12%
Northwest	33%	45%	10%	12%
Central	57%	19%	6%	18%
Southeast	43%	38%	6%	13%
Education				
High school graduate or less	44%	36%	3%	17%
Some college	43%	30%	11%	15%
College degree	51%	29%	5%	16%
Party				
Republican	67%	15%	5%	13%
Democrat	29%	52%	4%	16%
Independent	35%	18%	16%	31%
Other	25%	19%	19%	38%
Religion				
Catholic	46%	34%	6%	14%
Protestant	55%	25%	6%	14%
Jewish	23%	62%	0%	15%
Born Again Christian or Fundamentalist				
Yes	52%	23%	7%	18%
No	44%	35%	5%	16%
Political Ideology				
Liberal	28%	48%	5%	20%
Moderate	49%	32%	4%	!5%
Conservative	57%	20%	9%	15%
General Abortion Stance				
Legal under any circumstances,	42%	37%	5%	16%
Legal under certain circumstances	47%	32%	5%	16%
Illegal in ALL circumstances	47%	26%	9%	17%
Union Household				
Yes	44%	30%	7%	19%
No	47%	32%	5%	16%
Gun Owner				
Yes	51%	29%	8%	12%
No	44%	33%	5%	18%
Racial Background				
White	49%	30%	6%	16%
Nonwhite	26%	51%	4%	19%
Household Income				
Under $20,000	36%	30%	9%	25%
$20 - $40,000	37%	40%	8%	15%
Over $40,000	52%	30%	5%	14%
Gender				
Male	47%	35%	6%	11%
Female	45%	30%	5%	20%
Age				
18-24	20%	37%	7%	37%
25-34	49%	25%	5%	20%
35-44	55%	17%	8%	20%
45-54	44%	38%	5%	13%
55-64	51%	30%	8%	12%
Over 65	44%	41%	3%	13%

Note: Percentages in this table reflect all registered voters.

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Table A-4: Favorability Ratings, Over Time

Int1 I'd like to ask you a few questions about some people involved in politics today. Please tell me if your opinion of the person is favorable, not favorable, undecided, or if you haven't heard enough about the person to have an opinion.

	Favorable	Not Favorable	Undecided	Don't know
GEORGE BUSH				
October 2004	**42%**	**49%**	**9%**	**0%**
September 2004	46%	44%	10%	0%
August 2004	44%	46%	10%	0%
March 2004	45%	42%	12%	2%
February 2004	46%	43%	9%	3%
November 2003	49%	40%	11%	1%
April 2003	63%	25%	10%	2%
October 2000	43%	36%	18%	3%
July 2000	39%	35%	19%	7%
February 2000	32%	38%	24%	7%
July 1999	38%	16%	18%	28
ARLEN SPECTER				
October 2004	**45%**	**28%**	**17%**	**10%**
September 2004	42%	26%	25%	8%
August 2004	39%	26%	24%	11%
March 2004	41%	25%	23%	11%
February 2004	41%	25%	13%	21%
November 2003	46%	26%	17%	11%
April 2003	46%	23%	14%	17%
September 1998	57%	17%	19%	7%
July 1998	57%	19%	15%	9%
March 1998	53%	27%	15%	5%
October 1997	52%	20%	18%	10%
April 1995	32%	31%	23%	14%
October 1992	34%	30%	26%	7%
April 1992	55%	28%	17%	--
JOHN KERRY				
October 2004	**48%**	**37%**	**14%**	**2%**
September 2004	41%	42%	13%	4%
August 2004	46%	35%	13%	5%
March 2004	37%	33%	18%	12%
February 2004	36%	26%	13%	25%
JOE HOEFFEL				
October 2004	**17%**	**11%**	**13%**	**59%**
September 2004	12%	5%	10%	73%
August 2004	9%	7%	11%	73%
DICK CHENEY				
October 2004	**36%**	**49%**	**11%**	**5%**
September 2004	40%	43%	10%	7%
August 2004	37%	44%	13%	7%
JOHN EDWARDS				
October 2004	**42%**	**28%**	**14%**	**16%**
September 2004	42%	26%	13%	19%
August 2004	44%	23%	14%	19%

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Table A-5 President Bush's Hard Re-elect Scores in Pennsylvania

Do you believe that George BUSH has done a good enough job as President to DESERVE RE-ELECTION, or do you believe it is TIME FOR A CHANGE?

	Deserves re-election	**Time for change**	**Do Not Know**
October 2004	**40%**	**55%**	**5%**
September 2004	47%	49%	4%
August 2004	43%	53%	4%
March 2004	45%	48%	7%
November 2003	44%	48%	9%

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REG   Some people are registered to vote, and many others are not. Are you currently registered to vote at your present address?

Aug	Sept	Oct	
100%	100%	100%	Yes

PARTY Are you currently registered as a Republican, a Democrat, an Independent, or as something else?

Aug	Sept	Oct	
45%	46%	44%	Republican
46%	44%	44%	Democrat
7%	7%	9%	Independent
2%	3%	3%	Something else

Q3   Many people will vote in the upcoming general election in November; however, many other people will not. What would you say are the chances of your voting in the upcoming election? Are you...

Aug	Sept	Oct	
89%	89%	91%	CERTAIN to vote,
7%	7%	6%	will you PROBABLY vote,
2%	2%	2%	are the chances FIFTY-FIFTY you will vote, or
1%	2%	1%	don't you think that you will vote in the November election?

Q4   Some people don't pay much attention to political campaigns. How about you? Would you say that you have been...

Aug	Sept	Oct	
56%	55%	61%	very much interested,
36%	37%	30%	somewhat interested, or
7%	8%	9%	not very interested in following the political campaigns so far this year?

Q5   All in all, do you think things in PENNSYLVANIA are generally 'headed in the right direction', or 'off on the wrong track'?

Aug	Sept	Oct	
43%	46%	41%	Headed in right direction
40%	41%	42%	Off on the wrong track
17%	13%	17%	Do Not Know

MIP_PA. What do you think is the MOST important problem FACING PENNSYLVANIA TODAY?

Sept	Oct	
35%	40%	(Un)employment, economy, stock market
13%	9%	Health care
13%	10%	Taxes
11%	9%	Education, school
6%	10%	Other
4%	5%	Don't Know
4%	6%	Government, politicians
3%	1%	Gambling
2%	3%	Crime, drugs, violence
2%	1%	Roads
2%	1%	Terrorism, safety/security,bombs,anthrax
1%	1%	Environment
1%	2%	Personal finances, paying bills, retirement
1%	1%	WAR (Iraq)
1%	1%	Medical malpractice
1%	0%	Nothing

MIP_F. What do you think is the MOST IMPORTANT problem facing YOU and YOUR FAMILY today?

Sept	Oct	
22%	22%	Health care
20%	15%	Personal finances, paying bills, retirement
18%	19%	(Un)employment, economy, stock market
11%	12%	Taxes
6%	4%	Education, school
6%	8%	Nothing
5%	3%	Terrorism, safety/security,bombs,anthrax
5%	7%	Other
2%	2%	Social security
2%	5%	Don't Know
1%	1%	WAR (Iraq)
1%	1%	Illness, health problems
1%	1%	Crime, drugs, violence
0%	2%	Government, politicians

Int1 I'd like to ask you a few questions about some people involved in politics today. Please tell me if your opinion of the person is favorable, not favorable, undecided, or if you haven't heard enough about the person to have an opinion.

	Favorable	Not Favorable	Undecided	Don't know
GEORGE BUSH				
October 2004	**42%**	**49%**	**9%**	**0%**
September 2004	46%	44%	10%	0%
August 2004	44%	46%	10%	0%
March 2004	45%	42%	12%	2%
February 2004	46%	43%	9%	3%
November 2003	49%	40%	11%	1%
April 2003	63%	25%	10%	2%
October 2000	43%	36%	18%	3%
July 2000	39%	35%	19%	7%
February 2000	32%	38%	24%	7%
July 1999	38%	16%	18%	28
ARLEN SPECTER				
October 2004	**45%**	**28%**	**17%**	**10%**
September 2004	42%	26%	25%	8%
August 2004	39%	26%	24%	11%
March 2004	41%	25%	23%	11%
February 2004	41%	25%	13%	21%
November 2003	46%	26%	17%	11%
April 2003	46%	23%	14%	17%
September 1998	57%	17%	19%	7%
July 1998	57%	19%	15%	9%
March 1998	53%	27%	15%	5%
October 1997	52%	20%	18%	10%
April 1995	32%	31%	23%	14%
October 1992	34%	30%	26%	7%
April 1992	55%	28%	17%	--
JOHN KERRY				
October 2004	**48%**	**37%**	**14%**	**2%**
September 2004	41%	42%	13%	4%
August 2004	46%	35%	13%	5%
March 2004	37%	33%	18%	12%
February 2004	36%	26%	13%	25%
JOE HOEFFEL				
October 2004	**17%**	**11%**	**13%**	**59%**
September 2004	12%	5%	10%	73%
August 2004	9%	7%	11%	73%
DICK CHENEY				
October 2004	**36%**	**49%**	**11%**	**5%**
September 2004	40%	43%	10%	7%
August 2004	37%	44%	13%	7%
JOHN EDWARDS				
October 2004	**42%**	**28%**	**14%**	**16%**
September 2004	42%	26%	13%	19%
August 2004	44%	23%	14%	19%

Q14   If the election for U.S. Senate was being held today and the candidates were Arlen Specter, the Republican and Joe Hoeffel, the Democrat, and Jim Clymer, the Constitutional Party Candidate would you vote for...

Aug	Sept	Oct	
53%	51%	46%	Specter
26%	25%	32%	Hoeffel
2%	5%	6%	Clymer
19%	19%	16%	Don't know

Q15   Are you absolutely certain you will vote for [FILL] in the election, or are you still making up your mind?

Aug	Sept	Oct	
n=532	n=385	n=485	
65%	66%	69%	Certain to vote for …
34%	34%	30%	still making up mind
1%	0%	1%	Do Not Know

Q16   As of today, do you lean more to...

Aug	Sept	Oct	
n=124	n=91	n=87	
16%	22%	17%	Arlen Specter
18%	12%	14%	Joe Hoeffel
2%	3%	2%	Jim Clymer
65%	63%	67%	Do Not Know

Q17   If the election for President was being held today and the candidates were George Bush, the Republican, John Kerry, the Democrat, and Ralph Nader, the Independent, would you vote for...

Feb	Mar	Aug	Sept	Oct	
n=398	n=558	n=660	n=482	n=587	
46%	46%	42%	47%	41%	George Bush
47%	40%	48%	45%	48%	John Kerry
--	3%	3%	--	3%	Ralph Nader
8%	12%	8%	8%	8%	Do not know

Note: Ralph Nader was not a response option in February or September Poll.

Q18   Are you absolutely certain you will vote for … in the election, or are you still making up your mind?

Mar	Aug	Sept	Oct	
n=486	n=605	n=445	n=536	
82%	92%	90%	92%	Certain to vote for …
18%	8%	10%	8%	Still making up mind

Q19   What is the main reason you plan to vote for …? Is it because...

	George Bush				*John Kerry*			
	March 2004 n=252	*August 2004 N=273*	*Sept 2004 n=228*	*Oct 2004 n=236*	*March 2004 n=217*	*August 2004 N=314*	*Sept 2004 n=218*	*Oct 2004 n=278*
You like him as a person	20%	11%	11%	**15%**	8%	4%	6%	**6%**
You prefer his stand on some issues	63%	63%	58%	**64%**	39%	44%	45%	**51%**
You dislike the other candidates	4%	8%	10%	**9%**	33%	33%	34%	**30%**
You usually vote for …	2%	4%	4%	**2%**	11%	6%	8%	**6%**
Some other reason	9%	13%	16%	**10%**	9%	11%	7%	**7%**
Do not know	2%	2%	0%	**0%**	1%	2%	1%	**0%**

Q20   As of today, do you lean more to...

Mar n=65	Aug n=51	Sept n=36	Oct n=47	
28%	28%	17%	24%	George Bush
28%	24%	17%	36%	John Kerry
6%	2%	--	6%	Ralph Nader
39%	47%	66%	34%	Do Not Know

Q21   What word or phrase do you think BEST describes …?

	George Bush			John Kerry		
	Aug 2004	Sept 2004	Oct 2004	Aug 2004	Sept 2004	Oct 2004
Other	10%	5%	11%	12%	6%	14%
Not trustworthy	11%	11%	10%	8%	9%	5%
Good decision-maker	5%	7%	8%	1%	1%	3%
Not very intelligent	6%	4%	8%	0%	1%	1%
Good leader	7%	9%	7%	1%	1%	2%
Bad attitude	5%	6%	7%	3%	1%	3%
Trustworthy	10%	9%	6%	9%	7%	8%
General negative	2%	7%	6%	1%	5%	5%
Don't know	4%	6%	4%	8%	12%	9%
Good morals	3%	4%	4%	1%	0%	0%
Inexperience/bad record	4%	2%	4%	1%	2%	2%
General positive	0%	0%	3%	0%	0%	2%
Good vision for the US	3%	3%	3%	1%	1%	2%
Doing his best	5%	2%	2%	1%	1%	1%
Bad advisors	2%	2%	2%	0%	0%	0%
For big business, fiscal supporters	2%	2%	2%	0%	0%	0%
Bad character	3%	1%	2%	0%	0%	0%
Good work record, experience	2%	1%	2%	3%	2%	3%
Indecisive	1%	0%	2%	10%	18%	16%
Good attitude	1%	2%	1%	7%	5%	4%
Good character	1%	2%	1%	3%	2%	1%
Supports his stand on issues	1%	2%	1%	2%	1%	2%
Bad personality	3%	1%	1%	2%	0%	1%
Good speaker	1%	1%	1%	2%	0%	1%
Time for a change	0%	0%	1%	5%	3%	4%
Intelligent	0%	0%	1%	2%	3%	6%
For the common man	0%	0%	1%	2%	4%	2%
Poor leader	0%	0%	1%	0%	0%	3%
Liberal	0%	0%	0%	3%	2%	1%

Note: Only responses endorsed by at least 2% of respondents are reported in the table.

Q23   Which of the following issues do you think will be MOST IMPORTANT in determining your vote for
        President this year...

Mar	Aug	Sept	Oct	
31%	21%	20%	21%	the economy,
22%	24%	26%	23%	terrorism and homeland security,
12%	13%	16%	14%	health care (including Medicare),
10%	7%	9%	6%	American jobs and foreign competition,
8%	16%	12%	23%	the situation in Iraq,
5%	3%	5%	3%	education,
3%	2%	3%	2%	taxes, or
5%	12%	8%	6%	something else?
3%	1%	1%	2%	don't know

Q24   Do you believe that George BUSH has done a good enough job as President to DESERVE RE-ELECTION, or do you believe it is TIME FOR A CHANGE?

Mar	Aug	Sept	Oct	
45%	43%	47%	40%	Deserves re-election
48%	53%	49%	55%	Time for Change
7%	4%	4%	5%	Do Not Know

Q25   Would you reelect George Bush no matter who ran against him?

Oct
n=224
47% Yes
43% No
10% Don't know

Q26   How would you RATE the way GEORGE BUSH is handling his job as President? Would you say he is doing...

	Excellent job	Good job	Only a fair job	Poor job	Do Not Know
October 2004	**14%**	**27%**	**30%**	**29%**	**0%**
September 2004	18%	31%	27%	24%	0%
August 2004	16%	30%	26%	28%	1%
March 2004	15%	34%	26%	24%	1%
February 2004	13%	32%	26%	28%	1%
November 2003	15%	32%	25%	28%	2%
April 2003	33%	31%	19%	15%	2%

IntQ27   I'm going to read you a list of characteristics that some might use to describe …Please tell me how well you think each statement describes …

George Bush	Very well	Pretty well	Not so well	Not at all	Don't know
Shows strong leadership qualities					
October 2004	**32%**	**28%**	**25%**	**15%**	**1%**
September 2004	38%	29%	17%	16%	0%
August 2004	35%	28%	17%	20%	1%
March 2004	35%	32%	20%	11%	3%
Says what he believes, not what people want to hear					
October 2004	**42%**	**24%**	**15%**	**16%**	**3%**
September 2004	42%	23%	17%	16%	1%
August 2004	37%	27%	16%	18%	2%
March 2004	38%	31%	12%	13%	6%

John Kerry	Very well	Pretty well	Not so well	Not at all	Don't know
Shows strong leadership qualities					
October 2004	**27%**	**30%**	**23%**	**16%**	**4%**
September 2004	21%	31%	22%	19%	7%
August 2004	24%	36%	19%	14%	7%
March 2004	13%	37%	21%	8%	21%
Says what he believes, not what people want to hear					
October 2004	**22%**	**28%**	**22%**	**23%**	**5%**
September 2004	18%	26%	25%	24%	7%
August 2004	19%	31%	20%	22%	8%
March 2004	15%	29%	19%	16%	22%

Q31   Did you watch the Presidential Debate held last Thursday night?

Oct
77%   Yes
23%   No

Q32   Which candidate…

Oct
n=368

	George Bush	*John Kerry*	*Don't know*
Performed best during the debate	19%	70%	11%
Gave the most decisive answers	33%	56%	11%
Gave the most honest answers	41%	47%	12%
Had the best understanding of the issues	40%	48%	12%

Q36   Did Thursday night's debate change who you plan to vote for as President?

Oct
n=368
 6%   Yes
92%   No
 2%   Don't know

Q37   Are you now more likely to vote for George Bush or are you more likely to vote for John Kerry?

Oct
n=21
19%   George Bush
76%   John Kerry
 5%   Don't know

DEMO I now have a final few questions for statistical purposes only. First....

CNTY   What is the name of the county you live in?

Aug	Sept	Oct	
9%	8%	8%	Philadelphia
13%	11%	9%	Northeast
11%	11%	13%	Allegheny
10%	10%	9%	Southwest
8%	8%	10%	Northwest
27%	33%	31%	Central
21%	20%	20%	Southeast

AGE   What was your age on your last birthday?

Aug	Sept	Oct	
4%	5%	5%	18-24
10%	12%	10%	25-34
16%	19%	17%	35-44
22%	25%	22%	45-54
19%	18%	20%	55-64
29%	22%	25%	65 and over

EDUC   What was the last grade level of schooling you have completed?

Aug	Sept	Oct	
4%	5%	5%	Non high school graduate
29%	34%	31%	High school graduate
16%	13%	17%	Some college
13%	8%	9%	Two year or tech degree
20%	24%	24%	Four year college degree
18%	16%	14%	Postgraduate degree

MAR   What is your current marital status?

Aug	Sept	Oct	
16%	19%	20%	Single, never married
58%	61%	57%	Married
2%	1%	2%	Separated
10%	11%	9%	Divorced
14%	8%	13%	Widow, widower

LAB   Are you or is any member of your household a member of a labor union?

Aug	Sept	Oct	
19%	20%	21%	Yes
80%	80%	78%	No
1%	05	1%	Do not know

VET   Are you a military veteran

Sept	Oct	
15%	15%	Yes
85%	85%	No

IDEO Politically speaking, do you consider yourself to be a liberal, a moderate, or a conservative?

Aug	Sept	Oct	
15%	16%	21%	Liberal
48%	52%	38%	Moderate
33%	29%	35%	Conservative
3%	4%	6%	Do not know

PRTY1 In politics, as of today, do you think of yourself as a Republican, a Democrat, or an Independent?

Aug	Sept	Oct	
24%	25%	21%	Strong Republican
13%	13%	11%	Republican
7%	8%	6%	Lean Republican
4%	6%	15%	Pure Independent
11%	8%	10%	Lean Democrat
12%	12%	11%	Democrat
24%	23%	26%	Strong Democrat
4%	4%	3%	Do Not Know

ABORT Do you think that abortion should be...

Aug	Sept	Oct	
20%	22%	23%	Legal under any circumstances,
61%	55%	54%	Legal under certain circumstances, OR
18%	22%	21%	Illegal in ALL circumstances?
1%	1%	2%	Do Not Know

Q33 Are you a gun owner?

Aug	Sept	Oct	
29%	29%	30%	Yes
71%	71%	70%	No

Q34 Generally speaking, do you favor or oppose creating more laws that regulate gun ownership?

Aug	Sept	Oct	
35%	38%	39%	Strongly favor
20%	19%	19%	Somewhat favor
15%	15%	15%	Somewhat oppose
23%	20%	20%	Strongly oppose
7%	8%	7%	Do not know

Hisp Are you Hispanic or Latino?

Aug	Sept	Oct	
2%	2%	2%	Yes
98%	98%	98%	No

RACE Which of the following categories best describes your racial background?

Aug	Sept	Oct	
89%	89%	88%	White
7%	7%	8%	Black or African American
4%	4%	4%	Other

REL   Do you consider yourself to be Catholic, Protestant, Jewish or something else?

Aug	Sept	Oct	
33%	34%	34%	Catholic
42%	41%	41%	Protestant
3%	3%	2%	Jewish
22%	22%	22%	Something Else

BAC   Do you consider yourself to be a born-again Christian or fundamentalist?

Aug	Sept	Oct	
33%	31%	33%	Yes
64%	67%	64%	No
3%	2%	3%	Do Not Know

INC1   And, just for statistical purposes, we need to know if your total family income is above or below $30,000
per
        year?

Aug	Sept	Oct	
30%	22%	26%	Under $30,000
25%	26%	25%	$30-50,000
41	44%	47%	Over $50,000
4%	6%	2%	Do Not Know

DONE   Gender of respondent

Aug	Sept	Oct	
39%	39%	41%	Male
61%	61%	59%	Female