



New York State The Presidential Contest

FOR IMMEDIATE RELEASE: Wednesday, September 15, 2004

Contact: Dr. Lee M. Miringoff
Dr. Barbara L. Carvalho
Marist College
845.575.5050

This Marist College Institute for Public Opinion poll reports:

- **The presidential election in New York...closer but still blue:** U.S. Senator John Kerry leads President George Bush in the campaign for New York's 31 electoral votes. Kerry receives the support of 48% of the state's registered voters compared with 40% for Bush. Independent candidate Ralph Nader receives 4%, and 8% are undecided. In a similar poll conducted in April, Kerry's lead was 17 points.

Question Wording: If November's presidential election were held today, whom would you support if the candidates are:

Registered voters	Bush/Cheney Republican	Kerry/Edwards Democrat	Nader/Camejo Independent	Undecided
September 2004	40%	48%	4%	8%
April 2004	37%	54%	5%	4%
Party				
Democrats	20%	73%	3%	4%
Republicans	75%	15%	4%	6%
Non-enrolled	38%	47%	4%	11%
Region				
Upstate	50%	41%	3%	6%
New York City	27%	59%	5%	9%
Suburbs	42%	45%	4%	9%

- **Kerry breaks 50% among likely voters:** Among registered voters considered likely to vote, Kerry receives 51% compared with 40% for Bush.

Likely voters	Bush/Cheney Republican	Kerry/Edwards Democrat	Nader/Camejo Independent	Undecided
September 2004	40%	51%	3%	6%
w/ leaners	41%	52%	3%	4%

- **Most voters are firmly committed to their candidate:** 68% of New York State registered voters are strongly committed to their choice for president. Bush backers are more firmly committed than are Kerry supporters.

Question Wording: Would you say you strongly support (candidate), somewhat support him, or do you think you might vote differently on election day?

Registered voters	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
September 2004	68%	24%	7%	1%
George Bush	73%	20%	7%	<1%
John Kerry	67%	26%	6%	1%

- **Interest in campaign is strong in New York:** 79% of registered voters in New York express an interest in the presidential election. This is 13 points higher than it was this time four years ago.

Question Wording: Using the numbers 1 to 5, with 1 meaning very interested and 5 meaning not interested at all, how interested are you in the presidential election?

Registered voters	Very Interested 1	2	3	4	Not Interested at All 5
September 2004	66%	13%	11%	5%	5%
September 2000	51%	15%	21%	8%	5%

- **Many New York voters give thumbs down to job President Bush is doing:** 60% of New York State's registered voters do not rate the president's job performance positively.

Question Wording: Would you rate the job President George Bush is doing in office as excellent, good, fair, or poor?

Registered Voters	Excellent/ Good	Excellent	Good	Fair	Poor	Unsure/ DK
September 2004	40%	19%	21%	21%	39%	<1%
April 2004	38%	14%	24%	22%	39%	1%
January 2004	52%	22%	30%	19%	28%	1%
September 2003	44%	17%	27%	22%	33%	1%
April 2003	58%	29%	29%	19%	22%	1%
December 2002	57%	24%	33%	23%	19%	1%
April 2002	72%	33%	39%	17%	10%	1%
December 2001	79%	43%	36%	15%	5%	1%
April 2001	40%	11%	29%	30%	23%	7%

Nature of the Sample: 786 NYS Registered Voters

The survey of 786 registered voters was conducted on September 13th and 14th, 2004. Registered voters were interviewed by telephone in proportion to the voter registration in each county in New York State and adjusted for turnout in statewide elections. There are 584 likely voters. Results are statistically significant at $\pm 3.5\%$ for registered voters and $\pm 4\%$ for likely voters. The error margin increases for cross-tabulations.