



**National Poll:  
 Campaign 2004 – Sunday Night Results  
 (Sunday/Monday Results To Be Released Tomorrow)**

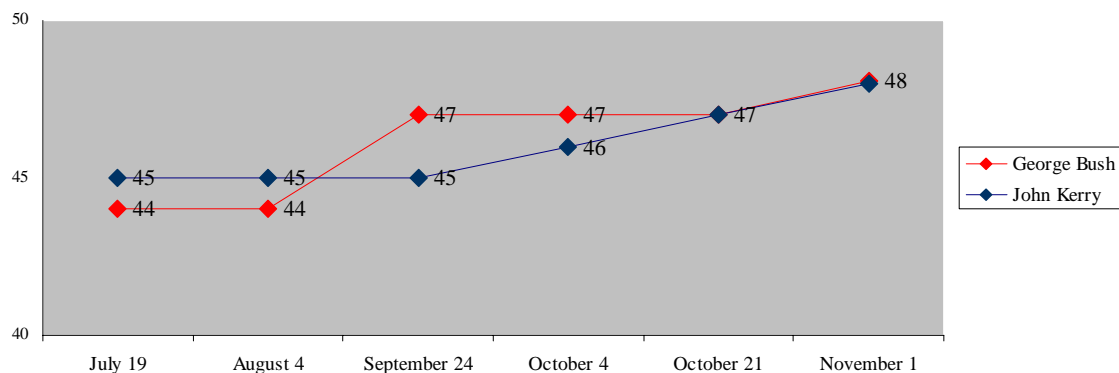
**FOR IMMEDIATE RELEASE: Monday November 1, 2004**

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This Marist College Institute for Public Opinion poll reports:

- **It's stride for stride in the homestretch:** President George Bush and Senator John Kerry remain neck and neck in a nationwide poll conducted Sunday night. Bush and Kerry each receive the support of 48% of registered voters. Ralph Nader has less than 1%, and 4% are undecided. Among those likely to vote, Bush has the support of 48% compared with 49% for Kerry. Nader is at less than 1%, and only 3% are undecided.

**Marist Poll Presidential Toss-Up 2004: Registered Voters**



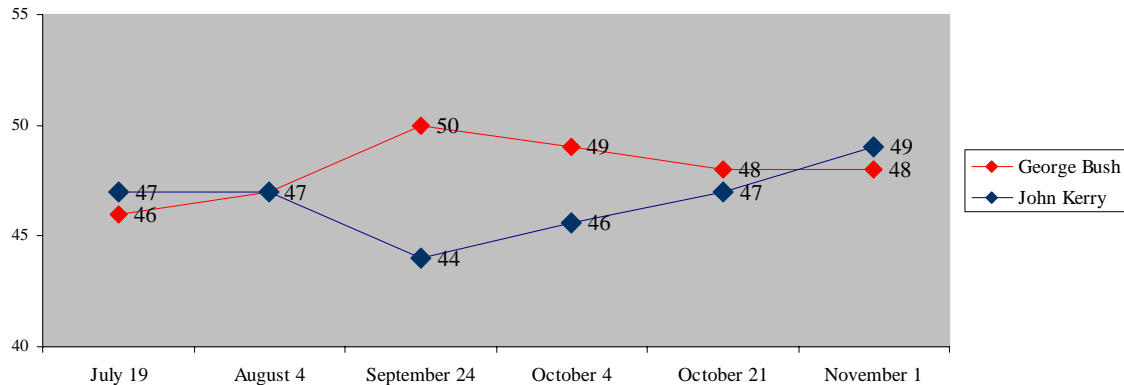
**Question Wording:** If Tuesday's presidential election were held today, whom would you support if the candidates are:

Registered voters	Bush/Cheney Republican	Kerry/Edwards Democrat	Nader/Camejo Independent <sup>1</sup>	Undecided
November 1, 2004	48%	48%	<1%	4%

<sup>1</sup> As of the October 7<sup>th</sup> poll, support for the Nader/Camejo ticket is based on respondents in states where they are on the presidential ballot when interviewing begins.

<b>Registered voters</b>	Bush/Cheney Republican	Kerry/Edwards Democrat	Nader/Camejo Independent <sup>1</sup>	Undecided
October 21, 2004	47%	47%	1%	5%
October 7, 2004	47%	46%	1%	6%
September 2004	47%	45%	3%	5%
August 2004	44%	45%	3%	8%
July 2004	44%	45%	2%	9%

**Marist Poll Presidential Toss-Up 2004: Likely Voters**



<b>Likely voters</b>	Bush/Cheney Republican	Kerry/Edwards Democrat	Nader/Camejo Independent	Undecided
November 1, 2004	48%	49%	<1%	3%
w/ Leaners	48%	49%	1%	2%
October 21, 2004	48%	47%	1%	4%
w/ Leaners	49%	48%	1%	2%
October 7, 2004	49%	46%	1%	4%
September 2004	50%	44%	2%	4%
August 2004	47%	47%	1%	5%
July 2004	46%	47%	1%	6%

- Voters' choice on the key campaign issues:** When voters are asked to choose between Bush and Kerry on the key campaign issues, more voters continue to see President Bush as more likely to prevent future terror attacks and as having a better plan for Iraq. Senator Kerry continues to be viewed as the candidate more likely to improve the economy.

**Question Wording:** Please tell me whether each of the following statements applies more to George Bush or John Kerry:

	<b>Registered Voters</b>	Bush	Kerry	Unsure
He will be more likely to prevent future terrorist attacks on the U.S.	<b>November 1, 2004</b>	<b>52%</b>	<b>42%</b>	<b>6%</b>
	October 21, 2004	53%	39%	8%
	October 7, 2004	57%	36%	7%

	<b>Registered Voters</b>	Bush	Kerry	Unsure
He has a better plan for Iraq	<b>November 1, 2004</b>	<b>50%</b>	<b>45%</b>	<b>5%</b>
	October 21, 2004	50%	43%	7%
	October 7, 2004	47%	46%	7%
He will be more likely to improve the economy	<b>November 1, 2004</b>	<b>43%</b>	<b>53%</b>	<b>4%</b>
	October 21, 2004	43%	50%	7%
	October 7, 2004	43%	52%	5%

- Intensity of support for both presidential candidates is strong:** Overall, 86% of registered voters strongly support their choice for president, and 12% say they somewhat support their candidate. Just 2% say they might vote differently on Election Day. 87% of Bush backers are strongly committed to him, not statistically different from the 85% of Kerry supporters who say they are firmly committed to their choice.

**Question Wording:** Would you say that you strongly support (candidate), somewhat support him, or do you think that you might vote differently on Election Day?

	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
<b>Registered voters</b>				
November 1, 2004	86%	12%	2%	<1%
October 21, 2004	81%	15%	4%	<1%
<b>Bush supporters</b>				
November 1, 2004	87%	11%	2%	<1%
October 21, 2004	85%	11%	4%	<1%
<b>Kerry supporters</b>				
November 1, 2004	85%	12%	3%	<1%
October 21, 2004	78%	18%	4%	<1%

- Referendum on the incumbent:** 84% of registered voters who support George Bush say they are voting for him because they feel positively towards the president. In contrast, John Kerry backers divide over whether they see their vote as a vote for Kerry or whether they see it as a vote against the president.

**Question Wording:** Did you choose (George Bush/John Kerry) because you are for him or because you are against (George Bush/John Kerry)?

<b>Registered Voters</b>	For Candidate	Against Candidate	Unsure
November 1, 2004	67%	31%	2%
October 21, 2004	64%	33%	3%
<b>Bush supporters</b>			
November 1, 2004	84%	14%	2%
October 21, 2004	80%	18%	2%

<b>Registered Voters</b>	For Candidate	Against Candidate	Unsure
<b>Kerry supporters</b>			
November 1, 2004	51%	48%	1%
October 21, 2004	49%	48%	3%

- **Direction of the country:** 53% of voters think the country is headed in the wrong direction and 45% think it is headed in the right direction.

**Question Wording:** In general, thinking about the way things are going in the country, do you feel things are going in the right direction or that things are going in the wrong direction?

<b>Registered voters</b>	Right Direction	Wrong Direction	Unsure
November 1, 2004	45%	53%	2%
October 21, 2004	44%	54%	2%

- **Majority sees President Bush as the frontrunner:** 52% of registered voters think President Bush is likely to be re-elected.

**Question Wording:** Regardless of whom you are planning to vote for, who do you think will win the election for president?

<b>Registered voters</b>	Bush/Cheney Republican	Kerry/Edwards Democrat	Nader/Camejo Independent	Unsure
November 1, 2004	52%	35%	<1%	13%
October 21, 2004	55%	33%	<1%	12%
<b>Bush supporters</b>				
November 1, 2004	85%	4%	<1%	11%
October 21, 2004	89%	4%	<1%	7%
<b>Kerry supporters</b>				
November 1, 2004	19%	67%	<1%	14%
October 21, 2004	25%	63%	<1%	12%

- **In the news:** When registered voters reflect upon the videotape of Osama bin Laden they divide in their opinion of whether they are more favorable to George Bush or John Kerry.

**Question Wording:** From what you have read or heard about the tape from Osama bin Laden in the past couple of days are you more favorable to George Bush or are you more favorable to John Kerry?

<b>Registered voters</b>	More Favorable to Bush	More Favorable To Kerry	Unsure
About the tape from Osama bin Laden	46%	43%	11%
Bush supporters	89%	2%	9%
Kerry supporters	4%	87%	9%

- **Voters divide over the job George Bush is doing as president:** 50% of registered voters nationwide approve of the job President Bush is doing in office, and 48% disapprove.

**Question Wording:** Do you approve or disapprove of the job George Bush is doing as president?

<b>Registered voters</b>	<b>Approve</b>	<b>Disapprove</b>	<b>Unsure</b>
November 1, 2004	50%	48%	2%
October 21, 2004	49%	48%	3%
October 7, 2004	49%	48%	3%
September 2004	49%	49%	2%
August 2004	49%	47%	4%
July 2004	49%	48%	3%
April 2004	51%	47%	2%
March 2004	52%	45%	3%
November 2003	53%	42%	5%
April 2003	70%	23%	7%
February 2003	56%	34%	10%
January 2003	57%	34%	9%
October 2002	65%	27%	8%
April 2002	74%	17%	9%
January 2002	81%	11%	8%
November 2001	85%	8%	7%
March 2001	50%	24%	26%
January 2001	50%	20%	30%

- **Lack of confidence at the ballot box?** 51% of registered voters think it is likely many votes will not actually be counted. The partisan and racial divides on this issue are wide. But the majority of voters believe the winner of the presidential election will be clear on Tuesday night.

**Question Wording:** Do you think it is very likely, likely, not very likely, or not likely at all:

<b>Registered voters</b>	<b>Very Likely or Likely</b>	<b>Very Likely</b>	<b>Likely</b>	<b>Not Very Likely</b>	<b>Not Likely at All</b>	<b>Unsure</b>
<b>That many votes will not actually be counted</b>	<b>51%</b>	<b>20%</b>	<b>31%</b>	<b>28%</b>	<b>18%</b>	<b>3%</b>
<b>Party</b>						
Democrats	<b>65%</b>	31%	34%	22%	11%	2%
Republicans	<b>37%</b>	11%	26%	37%	24%	2%
Independents	<b>52%</b>	19%	33%	24%	22%	2%

	Very Likely or Likely	Very Likely	Likely	Not Very Likely	Not Likely at All	Unsure
<b>Registered voters</b>						
<b>Race</b>						
White	46%	17%	29%	31%	19%	4%
African American	74%	35%	39%	6%	20%	<1%
Latino	51%	24%	27%	34%	15%	<1%
<b>That on Tuesday night we will know for certain whether George Bush or John Kerry has won</b>	55%	24%	31%	30%	12%	3%

- **National electorate is tuned in:** Interest in the 2004 election for president is up from 2000. 74% of registered voters report that they are very interested in this election compared with 58% who said so four years ago.

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

	Very Interested 1	2	3	4	Not Interested at All 5	Unsure
<b>Registered voters</b>						
November 2004	74%	10%	7%	4%	5%	<1%
November 2000	58%	14%	15%	7%	6%	<1%

### Nature of the Sample: 1,330 Americans

This survey was conducted on Sunday October 31<sup>st</sup>, 2004. 1,330 adults 18 years of age or older within the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. The results of the entire survey are statistically significant at  $\pm 3\%$ . There are 1,167 registered voters and 987 likely voters. The results for these sub-samples are statistically significant at  $\pm 3\%$  and  $\pm 3.5\%$ , respectively. The margin for error increases for cross-tabulations.