



Marist College Institute for Public Opinion
Poughkeepsie, NY 12601 ♦ Phone 845.575.5050 ♦ Fax 845.575.5111 www.maristpoll.marist.edu

**National Poll:
Campaign 2004 – Election Eve Results**

FOR IMMEDIATE RELEASE: Tuesday November 2, 2004

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

This Marist College Institute for Public Opinion poll reports:

- **Final poll:** Senator John Kerry receives the support of 50% of likely voters nationwide including those leaning towards a candidate and President George Bush receives 49%. Ralph Nader has less than 1%, and 1% are undecided. Without leaners, Kerry has 50% among likely voters compared with 48% for Bush. Kerry and Bush each have the support of 48% of registered voters.

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

Likely voters	Bush/Cheney Republican	Kerry/Edwards Democrat	Nader/Camejo Independent ¹	Undecided
Monday w/ Leaners	49%	50%	<1%	1%
Monday	48%	50%	<1%	2%
Sunday w/ Leaners	48%	49%	1%	2%
Sunday	48%	49%	<1%	3%

Registered voters	Bush/Cheney Republican	Kerry/Edwards Democrat	Nader/Camejo Independent	Undecided
Monday	48%	48%	1%	3%
Sunday	48%	48%	<1%	4%

- **Voters' perceptions of the candidates:** When voters are asked to choose between Bush and Kerry, more voters continue to see Bush as a strong leader and as more likely to prevent future terror attacks. Voters divide over which candidate they think is honest and trustworthy

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

and whether Bush or Kerry has 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:

	Registered Voters	Bush	Kerry	Unsure
He is a strong leader	Monday	55%	42%	3%
	October 21, 2004	53%	43%	4%
He will be more likely to prevent future terrorist attacks on the U.S.	Monday	52%	40%	8%
	Sunday	52%	42%	6%
He is honest and trustworthy	Monday	48%	46%	6%
	October 21, 2004	51%	42%	7%
He has a better plan for Iraq	Monday	48%	46%	6%
	Sunday	50%	45%	5%
He will be more likely to improve the economy	Monday	44%	53%	3%
	Sunday	43%	53%	4%

- **Voters' intensity of support for their presidential choice is strong:** Overall, 84% of registered voters strongly support their choice for president, and 13% say they somewhat support their candidate. Just 2% say they might vote differently on Election Day. 83% of Bush backers are strongly committed to him, and 84% of Kerry supporters 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
Registered voters				
Monday	84%	13%	2%	1%
Sunday	86%	12%	2%	<1%
Bush supporters				
Monday	83%	15%	1%	1%
Sunday	87%	11%	2%	<1%
Kerry supporters				
Monday	84%	13%	2%	1%
Sunday	85%	12%	3%	<1%

- **Direction of the country:** 52% 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?

Registered voters	Right Direction	Wrong Direction	Unsure
Monday	45%	52%	3%
Sunday	45%	53%	2%

- **Voters squarely divide over George Bush’s performance as president:** 49% of registered voters nationwide approve of the job President Bush is doing in office, and 49% disapprove.

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

Registered voters	Approve	Disapprove	Unsure
Monday	49%	49%	2%
Sunday	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%

- **Voters’ interest in election is high:** Interest in the 2004 election for president is up from 2000. 81% 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	2	3	4	Not Interested at All	Unsure
Registered voters	1	2	3	4	5	Unsure
Monday	81%	7%	6%	3%	3%	<1%

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

- **Voters expect long lines at polling places:** 68% of registered voters think it is likely they will experience long lines at their polling place. 48% of voters say they will stick it out for as long as it takes to cast their ballot.

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

	Very Likely or Likely	Very Likely	Likely	Not Very Likely	Not Likely at All	Unsure
Registered voters						
That there will be long lines at your polling place on Election Day	68%	28%	40%	20%	7%	5%

Question Wording: What is the longest amount of time, in minutes, that you would wait on line to vote?

Registered voters	30 Minutes or Less	31 to 60 Minutes	More than 60 Minutes	As long as it takes
Monday	24%	17%	11%	48%
Bush supporters	25%	17%	9%	49%
Kerry supporters	21%	16%	13%	50%

Nature of the Sample: 1,320 Americans

This survey was conducted on Monday November 1st, 2004. 1,320 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 1,166 registered voters and 1,026 likely voters. The results for these sub-samples are statistically significant at $\pm 3\%$. The margin for error increases for cross-tabulations.