

# AEI'S ELECTION WATCH – FEBRUARY 2004

## 2004 Matchups

	Bush	Kerry
Dec. 19-Jan. 4^Pew	52%	41%
Dec. 30-Jan. 1*Harris	54	43
Jan. 5-7^ Ipsos/AP	54	37
Jan. 7-8^ Fox	54	32
Jan. 8-9^ Newsweek	52	41
Jan. 9-11* Gallup	55	43
Jan. 10-12 NBC/WSJ	54	35
Jan. 21-22^ Fox	49	42
Jan. 21-25^ Quinnipiac	49	45
Jan. 22-23^ Newsweek	46	49
Jan. 28-31^ Quinnipiac	43	51
Jan. 29-30^ Newsweek	46	48
Jan. 29-Feb. 1* Gallup	46	53
Feb. 4-5^ Fox News	47	43
Feb. 5-6^ Newsweek	45	50
Feb. 5-6* Harris	50	48
Feb. 6-8* Gallup	49	48
Feb. 10-11^ ABC/WP	43	52
Feb. 12-15^ CBS	43	48

NOTE: \*Likely voters. ^Registered voters.

## Bush and His Predecessors Seeking Re-election - Job Approval (Gallup/CNN/USA Today)

	-----Election Year-----		
	Feb.	Mar.	Jun.
Bush	52%	???	???
Clinton	53	52	52
Bush	39	42	38
Reagan	55	54	54
Carter	55	39	31

## Matchups in February of Election Year

### For Presidents Seeking Re-election (Gallup)

Feb. 2004*	Bush	49%	Kerry	48%
Feb. 1996	Clinton	55	Dole	37
Feb. 1992	Bush	50	Clinton	40
Feb. 1984^	Reagan	50	Mondale	39
Feb. 1980	Carter	57	Reagan	27

NOTE: \*Likely voters. ^ Registered voters.

## Bush Job Approval - Recent Trends

	Early Dec. ---Mid Dec. ---Late Dec.			Early Jan. ---Mid Jan. ---Late Jan.			Early Feb. ---Mid Feb.		
Gallup	55%	56%	63%	60%	59%	53%	49%	52%	51%
Newsweek		51	54	54			50 49	48	
CBS/NYT		52	58	60		50			50
ABC/WP	53	57	59			58		50	
Fox	52			58			53	53	
Harris			54			54			

## How Things Are Going In U.S.

Feb.	Very/Fairly Well (Harris)	Satisfied (Gallup)
2004	60%	45%
1996	53	24+
1992	34	21
1984	67*	50
1980	34+*	19^

NOTE: \*Registered voters. +Jan 1996. ^Nov. 1979.

## Consumer Confidence (U. of Mich.)

Feb.	Index
2004	93.1*
1996	88.5
1992	68.8
1984	97.4
1980	66.9

In Feb. 2003, the Index stood at 79.9

NOTE: \*Preliminary data.

## U.S. Senate Races at a Glance

34 seats (19 Democrat, 15 Republican)  
 [10 of 19 Dem. seats in Bush states (2000)]  
 [3 of 15 Rep. seats in Gore states (2000)]  
 7 open seats (5 Democrat, 2 Republican)  
 [5 of 5 Dem. open seats in Bush states]  
 [1 of 2 Rep. open seats in Gore states]

## U.S. House Races at a Glance

435 seats (227 Republican, 205 Democrat, 1 Independent, 2 vacant)\*  
 NOTE: \*Does not include results from special election in Kentucky 6<sup>th</sup> district on Feb. 17.  
 25 open seats (15 Republican, 10 Democrat)

NOTE: Harris = Harris Interactive/CNN/Time; Pew = Princeton Survey Research Associates/Pew Research Center; Ipsos/AP = Ipsos-Reid/Associated Press; Fox = Fox News/Opinion Dynamics; Newsweek = Princeton Survey Research Associates/Newsweek; Gallup = Gallup/CNN/USA Today; NBC/WSJ = NBC News/Wall Street Journal.

## CANDIDATE QUALITIES

*Early impressions of candidates are important. The polls below suggest some strengths for John Kerry. But on many of the items, 20 percent or more (see asterisks below) don't know enough about him to venture an opinion.*

- Please tell me whether or not you think each of the following phrases describes ...? (PSRA/*Newsweek*, Jan. 29-30)+
- Do you think each of the following applies or does not apply to ...? (Harris/CNN/*Time*, Feb. 5-6)

	Kerry	Bush
Is likeable (Harris)	69%	68%
Is personally likeable ( <i>Newsweek</i> )	67*	67
Would make a good president (Gallup)	63*	NA
Cares about the average American (Harris)	64	53
Cares about people like you ( <i>Newsweek</i> )	52*	48
Did his duty during the Vietnam war (Harris)	60*	39*
Is honest and trustworthy (Harris)	56*	53
Is honest and ethical ( <i>Newsweek</i> )	58*	57
Is a strong and decisive leader (Harris)	53*	65
Has strong leadership qualities ( <i>Newsweek</i> )	62*	65
Says what he believes, not just what people want to hear ( <i>Newsweek</i> )	48*	63
Shares your values (Harris)	50*	52
Someone you would be proud to have as president (Harris)	50	55
Would say anything to get elected (Harris)	44	52
Too tied to special interests (Harris)	31*	55
Too extreme in his political views ( <i>Newsweek</i> )	29	47
Is too liberal ( <i>Newsweek</i> )	32*	NA
Too arrogant (Harris)	29	45
Is intelligent and well-informed ( <i>Newsweek</i> )	75	59
Shares your views on most major political issues ( <i>Newsweek</i> )	39*	45
Can handle the war on terrorism (Harris)	46*	64
Would trust him to make the right decisions in an international crisis ( <i>Newsweek</i> )	52*	56

NOTE: Asterisk indicates that the "not sure" or "don't know" response was 20 percent or higher. +Bush qualities asked of registered voters on Jan. 22-23.