



Appendix to the News Announcement for the Stanford University Hoover Institution/Knowledge Networks California Primary Election Survey

February 18, 2004

The results are from 567 interviews conducted between February 4th and February 13th, 2004, with registered voters in California. The survey was conducted by Knowledge Networks (www.knowledgenetworks.com/ganp) in collaboration with Stanford University's Hoover Institution. This is the first of two surveys to be conducted on the California primary election. The second survey will measure changes that occur in the views of voters in the days immediately before the election.

Bush-Kerry Trial Heat Results by Party ID Among Registered Voters

	All	Dems	Rep	Ind
Bush	38%	7	80	29
Kerry	42	79	7	26
Can't Say	20	14	12	45

N=560

Excluding "Can't Say"

	All	Dems	Rep	Ind
Bush	48%	8	92	53
Kerry	52	92	8	47

N=450

Bush-Edwards Trial Heat Results by Party ID Among Registered Voters

	All	Dems	Rep	Ind
Bush	39%	8	81	34
Edwards	36	67	5	21
Can't Say	25	25	14	45

N=562

Excluding "Can't Say"

	All	Dems	Rep	Ind
Bush	52%	11	94	61
Edwards	48	89	6	39

N=422

Percent Voting for Bush (excluding 'can't say' responses) by Party ID Among Registered Voters

Democrats	8%
Republicans	92
Independent/Other	53

Bush versus Kerry: Policy Preferences by Preference to Vote for Bush vs. Kerry
(Example: 81 percent of those who favor unilateral intervention report a preference for Bush over Kerry)

	Favor Bush	Favor Kerry
Favor unilateral intervention	81%	19
In-between	62	38
Favor intervention only w/ UN approval	19	81

	Favor Bush	Favor Kerry
Support free trade	68%	32
In-between	39	61
Support protecting US industries	41	59

	Favor Bush	Favor Kerry
Top priority to war on Terrorism	85%	15
In-between	51	49
Top priority to Domestic issues	10	90

Bush Performance on Iraq

	Favor Bush	Favor Kerry
On Iraq (good + very good)	95%	5
In-between (fair)	68	32
Disapprove (poor + very poor)	3	97

Bush Performance on Economy

	Favor Bush	Favor Kerry
Approve on Economy	95%	5
In-between	19	81
Disapprove	2	98

Governor Schwarzenegger Approval Ratings

	Favor Bush	Favor Kerry
Approve	62%	38
Disapprove	11	89

Do you favor Repubs or Dems on:

	Terrorism	Healthcare	Education	Economy
Reps	50%	20	26	31
Dems	19	52	46	42
No diff	31	28	28	28

Percent voting for Bush by:

Favor Reps on terror	92%
Favor Dems	0
No diff	13
Favor Reps on econ	93%
Favor Dems	3
No diff	55
Favor Reps on health	100%
Favor Dems	12
No diff	69

Methodological Note

The poll was conducted February 4 through February 13 using the Knowledge Networks web-enabled panel, which provides a representative sample of Californian households (see <http://www.knowledgenetworks.com/ganp>).

The sampling margin of error for the sample 567 registered voters adults is 4.1 percentage points at the 95 percent confidence level.

The survey results were weighted to U.S. Census population benchmarks for adults residing in the State of California in terms of age, race/ethnicity, education obtainment, and urban/rural, and to the California Secretary of State records for political party identification.

Contact information for questions about the methodology:
J. Michael Dennis, mdennis@knowledgenetworks.com, (650) 289-2160.