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Bush ahead with wealthy voters

Kerry leads Bush on domestic issues, including job creation, Bush five points ahead overall.

(October 22, 2004; New York, NY) A recent MONEY Magazine/ICR poll revealed registered voters continue to give President Bush a five-point lead over Senator Kerry, 44% to 39%. President Bush, however, has a solid lead among selected groups of registered voters:

If the Presidential election were held today, which one of the following candidates would you most likely vote for?

Registered voters:

- With household incomes over \$50,000 (54% Bush vs. 34% Kerry)
- In the Mid-West (50% Bush vs. 35% Kerry)
- 55 years of age or older (48% Bush vs. 34% Kerry)

Registered voters were asked which candidate would do a better job on a range of important issues facing the country. President Bush leads in managing the war on terrorism; while Senator Kerry leads on domestic issues – with a significant lead for managing health care and job creation and a marginal lead on managing the federal deficit.

As President, who do you think would do a better job managing health care costs, the federal deficit, the war on terrorism, and the creation of new jobs?

- War on Terrorism (52% Bush vs. 37% Kerry)
- Federal Deficit (47% Kerry vs. 41% Bush)
- Health Care Costs (48% Kerry vs. 39% Bush)
- Creation of Jobs (50% Kerry vs. 38% Bush)

Among *total Americans*, President Bush also maintains a five-point lead over Senator Kerry (43% vs. 38%)

October Poll

As seen among registered voters, President Bush has significant leads over Senator Kerry among certain groups within the overall population:

- Households with incomes over \$50,000 (50% Bush vs. 34% Kerry)
- Americans ages 55 and over (48% Bush vs. 33% Kerry)
- The Midwest (47% Bush vs. 33% Kerry)
- The South (46% Bush vs. 33% Kerry)

About the Poll

The MONEY/ICR poll was conducted with a nationwide sample of 1015 Americans between October 13 - 17, 2004. The margin of error was plus or minus 3.1 percentage points. Of the total sample, 857 were registered voters, with a margin of error of plus or minus 3.4 percentage points. The poll was fielded by International Communications Research (ICR) using its *EXCEL* telephone omnibus survey of adults. ICR is one of the nation's leading market and opinion research firms and is headquartered in Media, Pennsylvania. For more information on this methodology please go to: http://www.icrsurvey.com/omni_srv.html.

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