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NEWS RELEASE

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March 1, 2004

BOTH KERRY AND EDWARDS LEAD BUSH GOING INTO TOMORROW'S CALIFORNIA PRIMARY ELECTION: HOOVER INSTITUTION-KNOWLEDGE NETWORKS REPORT

STANFORD – In the third of a series of Hoover Institution-Knowledge Networks reports on the California primary election, both Senator John Kerry and Senator John Edwards lead President Bush among registered voters likely to vote in tomorrow's California Democratic primary. Kerry leads Bush 43 percent to 38 percent, while Edwards leads Bush 44 percent to 37 percent. As expected, the results demonstrate that partisan loyalty is a key factor, overshadowing differences between the two Democratic candidates. Three-in-four Democrats support Kerry and Edwards over Bush, while four-in-five Republicans support Bush.

Senator John Kerry continues to lead John Edwards by more than a 2-to-1 margin. When given the actual presidential primary ballot, 49 percent of the respondents "voted" for Kerry, 22 percent for Edwards, with the rest divided among the remaining candidates listed on the ballot (even though in most cases these candidates have terminated their candidacies).

The third report includes 162 interviews conducted with registered voters in California between February 27th and February 29th and includes additional interviews with 505 registered voters conducted between February 23rd and February 26th. The survey was administered to a random adult sample of the Knowledge Networks web-enabled panel between February 23rd and February 29th. The analysis is based on interviews with 667 registered voters likely to vote in the primary election. The sampling margin of error is +/- 3.8 percentage points for the full sample and 4.5 percentage points for the analysis of the Democratic primary.

The poll was designed by Stanford University communications professor Shanto Iyengar and Stanford political science professors David Brady and Morris Fiorina, who also are Hoover Institution fellows, to learn more about voter attitudes and preferences as the California presidential primary approaches on March 2. They worked in concert with Knowledge Networks' vice president and managing director Michael Dennis on the administration of the survey and analysis of the results.

This is the final of three surveys prior to the California primary. The results of the first survey were released on February 18th, and the second set of results was released on February 27th.

Knowledge Networks, based in Menlo Park, California, offers consumer and business research using the only projectable Web-based consumer panel in the research industry. The company leverages its expertise in brands, media, advertising, and analytics to provide insights that speak directly to clients' most important marketing issues. In addition, Knowledge Networks has built a substantial practice in government and academic research, an area notable for its rigorous methodology standards.

Information about Knowledge Network's extensive practice in government, academic, and non-profit research is available at <http://www.knowledgenetworks.com/ganp>. For more information, contact: J. Michael Dennis, VP and Managing Director, Government and Academic Research, Client Service; 650-289-2160, email: mdennis@knowledgenetworks.com.

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Methodological Note

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

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 attainment, 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.

Attachment
Results of the March 1, 2004
Hoover Institution-Knowledge Networks California Primary Election Survey

	Rep	Dem	Other	Total
Kerry	6.6%	74.7%	41.7%	43.4%
Bush	82.1%	11.4%	16.5%	37.8%
Can't Say	11.2%	13.9%	41.7%	18.8%

Excluding 'Can't Say' Responses

	Rep	Dem	Other	Total
Kerry	7%	87%	72%	53%
Bush	93%	13%	28%	47%

	Rep	Dem	Other	Total
Edwards	10.2%	74.2%	39.1%	43.9%
Bush	80.1%	8.9%	19.1%	36.7%
Can't Says	9.7%	16.9%	41.7%	19.6%

Excluding 'Can't Say' Responses

	Rep	Dem	Other	Total
Edwards	11%	89%	67%	54%
Bush	89%	11%	33%	46%

Comparison of Edwards/Kerry vs Bush, Excluding 'Can't Say' Responses (in Percentage Points)

	Rep	Dem	Other
Kerry Minus Edwards	-4	-3	4