Bush has been running a very negative campaign this election year - in fact, he's been running the most negative campaign in the history of the U.S. The Washington Post did an analysis of campaign ads, and came up with this article:

http://www.washingtonpost.com/wp-dyn/articles/A3222-2004May30.html

Let's take a quick look at what they say:

The Washington PostThree-quarters of the ads aired by Bush's campaign have been attacks on Kerry. Bush so far has aired 49,050 negative ads in the top 100 markets, or 75 percent of his advertising. Kerry has run 13,336 negative ads -- or 27 percent of his total. The figures were compiled by The Washington Post using data from the Campaign Media Analysis Group of the top 100 U.S. markets. Both campaigns said the figures are accurate.