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Interview dates: January 5-7, 2004
 Interviews: 1,000 adults, 774 registered voters
 Margin of error: ± 3.1 for all adults, ± 3.6 for registered voters

**THE ASSOCIATED PRESS POLL
 CONDUCTED BY IPSOS-PUBLIC AFFAIRS
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NOTE: all results shown are percentages unless otherwise labeled.

1. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

		ALL ADULTS						
		1/5 - 7/04*	12/15 - 17/03*	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03	10/21 - 23/03	10/7 - 9/03
Right direction.....		49	47	43	38	41	41	39
Wrong track.....		46	48	51	56	53	52	54
Not sure.....		5	5	6	6	6	7	7
		9/16 - 18/03						
		37	39	39	42	40	46	46
		57	56	53	52	54	48	50
		6	5	8	6	6	6	4
		3 rd Quarter JAS 03						1 Year Ago 1/7 - 9/03
		41	52	41	43	46	54	43
		53	42	50	50	48	39	51
		6	6	9	7	6	7	6

* These results reflect responses among half the respondents.

2. Overall, do you approve, disapprove or have mixed feelings about the way George W. Bush is handling his job as President? **(IF APPROVE OR DISAPPROVE, ASK:)** Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? **(IF HAVE MIXED FEELINGS OR NOT SURE, ASK:)** If you had to choose, do you lean more toward approve or disapprove?

REGISTERED VOTERS							
	1/5 - 7/04	12/15 - 17/03	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03	10/21 - 23/03	10/7 - 9/03
Strongly approve.....	33	38	30	29	29	28	27
Somewhat approve.....	11	11	12	9	12	13	13
Lean toward approval.....	12	10	10	12	12	13	11
Still have mixed feelings.....	1	2	3	3	2	2	3
Lean toward disapproval.....	15	14	13	14	12	13	13
Somewhat disapprove.....	5	4	7	6	5	7	7
Strongly disapprove.....	22	21	25	27	28	23	26
Not sure.....	1	-	-	-	-	1	-
Total Approve.....	56	59	53	50	52	55	51
Total Disapprove.....	42	39	44	47	46	43	46
<i>Mean Rating</i> ¹	4.4	4.6	4.2	4.1	4.1	4.3	4.1
	9/16 - 18/03	9/2 - 4/03	8/19 - 21/03	8/5 - 8/03	7/22 - 24/03	7/8 - 10/03	6/17 - 19/03
	30	26	32	33	32	33	33
	16	14	14	16	13	15	13
	9	12	10	9	9	12	12
	2	2	3	3	1	1	2
	15	14	13	13	13	14	15
	5	6	5	4	6	5	5
	23	25	22	21	25	20	20
	-	1	1	1	1	-	-
	55	52	56	58	54	60	58
	43	45	40	38	44	38	39
	4.4	4.2	4.4	4.6	4.3	4.6	4.5
	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 Year Ago 1/7 - 9/03
	31	39	34	35	34	41	33
	15	12	13	15	16	19	15
	10	11	10	12	15	13	11
	2	2	4	2	2	2	3
	14	13	13	14	14	12	16
	5	4	5	5	5	4	4
	22	18	20	17	13	9	18
	1	1	1	-	1	-	-
	56	62	56	63	65	73	58
	41	35	39	35	32	25	38
	4.4	4.8	4.5	4.8	4.9	5.3	4.6

¹Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

***** BEGINNING SPECIAL SECTION *****

(ASKED OF HALF THE SAMPLE.)

2a. If the election for president were held today and the candidates were George W. Bush, the Republican and Howard Dean, the Democrat, for whom would you vote? Do you lean more toward Howard Dean, the Democrat –OR– George W. Bush, the Republican?

	REGISTERED VOTERS			
	1/5 - <u>7/04</u>	11/18 - <u>20/03</u>	11/4 - <u>6/03</u>	10/7 - <u>9/03</u>
George W. Bush, the Republican	51	50	52	50
Undecided, lean Bush.....	3	NA	NA	NA
Howard Dean, the Democrat	37	36	34	32
Undecided, lean Dean	2	NA	NA	NA
(DO NOT READ) Other.....	2	9	8	10
Not sure	5	5	6	8
Total Would Vote/Lean Bush	54	50	52	50
Total Would Vote/Lean Dean	39	36	34	32

(ASKED ONLY OF THOSE WHO SELECT A CANDIDATE IN Q.2a.)

2b. In November, will you definitely vote for (CANDIDATE CHOSEN IN Q.2a), or do you think you could change your mind between now and the election?

	<u>BUSH</u> <u>VOTERS</u>	<u>DEAN</u> <u>VOTERS</u>
Definitely vote for candidate	59	46
Could change mind	40	50
Not sure.....	1	4

REGISTERED VOTERS	
<i>BUSH VS. DEAN: HIERARCHICAL VOTE WITH "LEANERS"</i>	
Strong Bush	30
Weak Bush.....	24
Undecided/other.....	7
Weak Dean	22
Strong Dean	17

(ASKED OF HALF THE SAMPLE.)

2c. If the election for president were held today and the candidates were George W. Bush, the Republican and John Kerry, the Democrat, for whom would you vote? Do you lean more toward John Kerry, the Democrat –OR– George W. Bush, the Republican?

	REGISTERED VOTERS	
	1/5 - <u>7/04</u>	10/21 - <u>23/03</u>
George W. Bush, the Republican	53	53
Undecided, lean Bush.....	1	NA
John Kerry, the Democrat.....	36	34
Undecided, lean Kerry	1	NA
(DO NOT READ) Other	3	5
Not sure	6	8
Total Would Vote/Lean Bush	54	53
Total Would Vote/Lean Kerry.....	37	34

(ASKED ONLY OF THOSE WHO SELECT A CANDIDATE IN Q.2c.)

2d. In November, will you definitely vote for (CANDIDATE CHOSEN IN Q.2c), or do you think you could change your mind between now and the election?

	BUSH VOTERS	KERRY VOTERS
Definitely vote for candidate	62	37
Could change mind	37	60
Not sure.....	1	3

REGISTERED VOTERS	
<i>BUSH VS. KERRY: HIERARCHICAL VOTE WITH "LEANERS"</i>	
Strong Bush	33
Weak Bush.....	22
Undecided/other	8
Weak Kerry	24
Strong Kerry	13

(ASKED OF HALF THE SAMPLE.)

2e. If the election for president were held today and the candidates were George W. Bush, the Republican and Richard Gephardt, the Democrat, for whom would you vote? Do you lean more toward Richard Gephardt, the Democrat —OR—George W. Bush, the Republican?

	REGISTERED VOTERS		
	<i>1/5 -</i> <i>7/04</i>	<i>11/18 -</i> <i>20/03</i>	<i>11/4 -</i> <i>6/03</i>
George W. Bush, the Republican	56	52	50
Undecided, lean Bush	1	NA	NA
Richard Gephardt, the Democrat	34	34	35
Undecided, lean Gephardt	1	NA	NA
(DO NOT READ) Other	3	10	9
Not sure.....	5	4	6
TOTAL Would Vote/Lean Bush	57	52	50
TOTAL Would Vote/Lean Gephardt	35	34	35

(ASKED ONLY OF THOSE WHO SELECT A CANDIDATE IN Q.2e.)

2f. In November, will you definitely vote for (CANDIDATE CHOSEN IN Q.2e), or do you think you could change your mind between now and the election?

	BUSH VOTERS	GEPHARDT VOTERS
Definitely vote for candidate	54	39
Could change mind.....	46	58
Not sure	-	3

REGISTERED VOTERS	
<i>BUSH VS. GEPHARDT: HIERARCHICAL VOTE WITH "LEANERS"</i>	
Strong Bush	30
Weak Bush.....	27
Undecided/other	8
Weak Gephardt	22
Strong Gephardt.....	13

(ASKED OF HALF THE SAMPLE.)

2g. If the election for president were held today and the candidates were George W. Bush, the Republican and Wesley Clark, the Democrat, for whom would you vote? Do you lean more toward Wesley Clark, the Democrat –OR– George W. Bush, the Republican?

	REGISTERED VOTERS	
	<u>1/5 - 7/04</u>	<u>10/7 - 9/03</u>
George W. Bush, the Republican	48	48
Undecided, lean Bush.....	2	NA
Wesley Clark, the Democrat.....	39	33
Undecided, lean Clark	2	NA
(DO NOT READ) Other	2	9
Not sure	7	10
TOTAL Would Vote/Lean Bush.....	49	48
TOTAL Would Vote/Lean Clark.....	42	33

(ASKED ONLY OF THOSE WHO SELECT A CANDIDATE IN Q.2g.)

2h. In November, will you definitely vote for (CANDIDATE CHOSEN IN Q.2g), or do you think you could change your mind between now and the election?

	<u>BUSH VOTERS</u>	<u>CLARK VOTERS</u>
Definitely vote for candidate	62	35
Could change mind	37	63
Not sure.....	1	2

REGISTERED VOTERS	
<i>BUSH VS. CLARK: HIERARCHICAL VOTE WITH "LEANERS"</i>	
Strong Bush	29
Weak Bush.....	20
Undecided/other	9
Weak Clark.....	28
Strong Clark	14

***** **END SPECIAL SECTION** *****

3. And when it comes to **(READ ISSUE)** do you approve or disapprove or have mixed feelings about the way George W. Bush is handling that issue?

(IF APPROVE OR DISAPPROVE, ASK:) Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? **(IF HAVE MIXED FEELINGS OR NOT SURE, ASK:)** If you had to choose, do you lean more toward approve or disapprove?

REGISTERED VOTERS											
	Strongly Ap- prove	Some- what Ap- prove	Lean Toward Ap- proval	Still Have Mixed Feelings	Lean Toward Disap- proval	Some- what Disap- prove	Strongly Disap- prove	Not Sure	Total Ap- prove	Total Disap- prove	<i>Mean- Rating¹</i>
Handling the economy											
1/5-7/04.....	25	17	11	2	10	8	25	2	53	44	4.2
12/15-17/03.....	23	19	13	1	11	8	24	1	55	43	4.2
12/1-3/03.....	26	16	8	2	11	9	27	1	50	47	4.1
11/18-20/03.....	21	15	10	3	12	10	29	-	46	51	3.8
11/4-6/03.....	23	16	10	3	9	10	28	1	49	47	4.0
10/21-23/03.....	20	16	12	3	10	8	30	1	48	49	3.9
10/7-9/03.....	19	14	12	2	11	12	29	1	45	52	3.7
9/16-18/03.....	21	17	11	2	10	8	30	1	49	49	3.9
9/2-4/03.....	19	15	11	2	10	10	31	2	45	51	3.8
8/19-21/03.....	20	17	12	3	10	9	28	1	49	46	4.0
8/5-8/03.....	23	14	11	3	11	11	27	-	48	49	3.9
7/22-24/03.....	19	15	11	1	12	9	32	1	45	53	3.7
7/8-10/03.....	21	18	13	2	11	10	24	1	52	46	4.1
6/17-19/03.....	20	16	12	3	12	9	28	-	48	49	3.9
3 rd quarter JAS 03.....	20	16	12	2	11	9	29	1	48	49	3.9
2 nd quarter AMJ 03.....	22	16	12	3	11	8	27	1	51	46	4.0
1 st quarter JFM 03.....	21	16	11	3	11	10	26	2	49	46	4.0
4 th quarter OND 02.....	21	18	13	3	12	10	22	1	53	44	4.2
3 rd quarter JAS 02.....	21	19	15	2	14	9	19	1	55	42	4.3
2 nd quarter AMJ 02.....	27	23	12	2	12	8	15	1	63	34	4.7
1 year ago 1/7-9/03	22	18	12	2	14	10	22	-	52	46	4.1

¹Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

Q.3 (cont.)	Strongly Ap- prove	Some- what Ap- prove	Lean Toward Ap- proval	Still Have Mixed Feelings	Lean Toward Disap- proval	Some- what Disap- prove	Strongly Disap- prove	Not Sure	Total Ap- prove	Total Disap- prove	Mean- Rating ¹
Handling domestic issues like health care, education, the environment and energy											
1/5-7/04.....	18	17	14	1	13	7	29	1	49	49	3.9
12/1-3/03.....	19	19	9	3	9	12	28	1	47	49	3.9
11/18-20/03.....	16	17	12	3	13	10	28	1	45	51	3.8
11/4-6/03.....	19	16	10	3	12	8	31	1	45	51	3.8
10/21-23/03.....	16	16	14	3	14	10	26	1	47	50	3.8
10/7-9/03.....	17	16	11	3	13	8	30	2	44	51	3.7
9/16-18/03.....	20	17	13	2	11	7	29	1	51	47	4.0
9/2-4/03.....	16	15	14	3	13	9	29	1	45	51	3.7
8/19-21/03.....	19	17	14	2	11	10	26	1	50	47	4.0
8/5-8/03.....	20	16	14	3	12	9	26	-	49	47	4.0
7/22-24/03.....	17	18	12	2	13	9	29	-	47	51	3.8
7/8-10/03.....	20	18	13	3	11	9	24	2	51	45	4.1
6/17-19/03.....	16	17	14	3	14	7	28	1	48	49	3.8
3 rd quarter JAS 03.....	19	17	13	2	12	9	27	1	49	48	3.9
2 nd quarter AMJ 03.....	19	18	13	3	12	8	26	1	50	47	4.0
1 st quarter JFM 03.....	21	17	11	4	12	9	25	1	49	46	4.0
4 th quarter OND 02.....	20	19	14	3	12	9	22	1	52	43	4.1
3 rd quarter JAS 02.....	20	19	14	3	14	8	21	1	53	43	4.2
2 nd quarter AMJ 02.....	22	20	14	3	13	8	19	1	56	40	4.4
1 year ago 1/7-9/03.....	19	20	13	3	13	9	23	-	52	44	4.1
Handling foreign policy issues and the war on terrorism											
1/5-7/04.....	39	11	9	1	13	6	20	1	60	38	4.7
12/15-17/03.....	43	11	8	1	14	5	17	1	63	35	4.9
12/1-3/03.....	36	12	7	3	12	7	23	-	54	43	4.4
11/18-20/03.....	32	13	7	3	14	7	23	1	52	44	4.3
11/4-6/03.....	33	11	7	2	12	6	28	1	51	46	4.2
10/21-23/03.....	35	10	10	2	14	6	22	1	55	41	4.5
10/7-9/03.....	34	11	8	2	15	7	22	1	53	44	4.4
9/16-18/03.....	37	11	10	2	12	5	22	1	58	40	4.5
9/2-4/03.....	36	11	9	2	12	6	23	1	56	40	4.5
8/19-21/03.....	41	12	8	3	12	5	19	-	60	36	4.7
8/5-8/03.....	45	11	8	3	10	5	18	-	63	33	4.9
7/22-24/03.....	39	11	7	1	12	8	22	-	57	41	4.5
7/8-10/03.....	41	13	9	1	12	7	16	1	63	35	4.8
6/17-19/03.....	44	12	10	1	10	5	18	-	65	34	4.9
3 rd quarter JAS 03.....	40	11	9	2	12	6	20	-	60	38	4.7
2 nd quarter AMJ 03.....	48	11	9	2	10	5	14	1	68	29	5.2
1 st quarter JFM 03.....	41	11	8	3	11	5	20	1	60	36	4.7
4 th quarter OND 02.....	42	13	10	3	11	6	14	1	65	31	5.0
3 rd quarter JAS 02.....	44	14	12	3	12	4	10	1	70	26	5.2
2 nd quarter AMJ 02.....	47	16	11	2	10	4	9	1	74	23	5.4
1 year ago 1/7-9/03.....	39	13	9	1	13	5	19	1	62	36	4.8

¹Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

5. If the election were held today, would you ...

REGISTERED VOTERS							
	<u>1/5 - 7/04</u>	<u>12/15 - 17/03</u>	<u>12/1 - 3/03</u>	<u>11/18 - 20/03</u>	<u>11/4 - 6/03</u>	<u>10/21 - 23/03</u>	<u>10/7 - 9/03</u>
Definitely vote to reelect Bush as President.....	41	45	41	37	39	40	36
Consider voting for someone else	24	21	20	25	24	24	26
Definitely vote for someone else	33	31	36	37	35	33	35
Not sure	2	3	3	1	2	3	3
	<u>9/16 - 18/03</u>	<u>9/2 - 4/03</u>	<u>8/19 - 21/03</u>	<u>8/5 - 8/03</u>	<u>7/22 - 24/03</u>	<u>7/8 - 10/03</u>	<u>6/17 - 19/03</u>
	41	38	40	44	40	41	40
	22	24	25	21	23	26	26
	35	36	32	32	35	31	32
	2	2	3	3	2	2	2
	<u>3rd Quarter JAS 03</u>	<u>2nd Quarter AMJ 03</u>	<u>1st Quarter JFM 03</u>	<u>4th Quarter OND 02</u>	<u>3rd Quarter JAS 02</u>	<u>2nd Quarter AMJ 02</u>	1 Year Ago 1/7 - 9/03
	41	44	41	44	42	50	42
	24	23	23	25	29	25	25
	33	30	33	28	26	22	30
	2	3	3	3	3	3	3

6. And if the election for Congress were held today, would you want to see the Republicans or Democrats win control of Congress?

REGISTERED VOTERS							
	<u>1/5 - 7/04</u>	<u>12/1 - 3/03</u>	<u>10/21 - 23/03</u>	<u>8/19 - 21/03</u>	<u>8/5 - 8/03</u>	<u>6/17 - 19/03</u>	<u>6/3 - 5/03</u>
Republicans.....	44	42	44	40	40	40	42
Democrats	42	44	44	45	44	47	42
Neither (VOL).....	9	10	8	9	12	10	10
Not sure	5	4	4	6	4	3	6
				<u>4/15 - 17/03</u>	<u>4/1 - 3/03</u>	<u>3/18 - 20/03</u>	<u>3/4 - 6/03</u>
				47	47	44	39
				39	41	41	43
				10	8	11	12
				4	4	4	6
		<u>2nd Quarter AMJ 03</u>	<u>4th Quarter OND 02</u>	<u>3rd Quarter JAS 02</u>	<u>2nd Quarter AMJ 02</u>	<u>1st Quarter JFM 02</u>	
		44	43	43	44	43	
		43	45	44	40	41	
		9	8	9	12	12	
		4	4	4	4	4	

***** BEGINNING SPECIAL SECTION *****

THE TABLES ON PAGES 6 INCLUDE A TOTAL OF 530 NON-REPUBLICANS (MARGIN OF ERROR: ±4.3) AND 241 DEMOCRATIC PRIMARY PARTICIPANTS (MARGIN OF ERROR: ±6.4).

(Q.6a ASKED ONLY OF NON-REPUBLICANS.)

6a. Looking ahead, in the 2004 campaign to select the nominees for President, will you participate in the Democratic primary or caucus in your state to select the nominee for President, or in the Republican primary or caucus, or is that not an election you expect to participate in next year?

	NON-REPUBLICANS							
	<u>1/5 -</u> <u>7/04</u>	<u>11/18-</u> <u>12/3/03</u>	<u>11/4-</u> <u>20/03</u>	<u>9/16-</u> <u>18/03</u>	<u>9/2 -</u> <u>4/03</u>	<u>7/8-</u> <u>24/03</u>	<u>5/6-</u> <u>22/03</u>	<u>4/15-</u> <u>5/8/03</u>
Participate in the Democratic primary or caucus	44	53	52	54	47	50	50	50
Participate in the Republican primary or caucus	9	9	10	8	12	8	10	9
Do not expect to participate in the primary election/ caucus next year	39	31	31	27	30	31	31	31
Not sure	8	7	7	11	11	11	9	10

Q.6b ASKED ONLY OF DEMOCRATIC PRIMARY OR CAUCUS PARTICIPANTS.

6b. It is early, but if you had to choose today, which ONE of the following nine candidates would you be most likely to support for the Democratic nomination for President?

	DEMOCRATIC PRIMARY PARTICIPANTS							
	<u>1/5 -</u> <u>7/04</u>	<u>11/18-</u> <u>12/3/03</u>	<u>11/4-</u> <u>20/03</u>	<u>9/16-</u> <u>18/03</u>	<u>9/2 -</u> <u>4/03</u>	<u>7/8-</u> <u>24/03</u>	<u>5/6-</u> <u>22/03</u>	<u>4/15-</u> <u>5/8/03</u>
Former Vermont Governor Howard Dean....	30	18	20	15	14	12	7	7
Retired 4 star general Wesley Clark	17	14	16	13	NA	NA	NA	NA
Connecticut Senator Joe Lieberman.....	12	10	12	9	13	16	18	15
Former House Minority Leader Richard Gephardt.....	11	14	14	9	15	14	14	12
North Carolina Senator John Edwards	6	6	5	9	5	7	9	8
Massachusetts Senator John Kerry	5	13	10	12	20	16	15	17
Ohio Congressman Dennis Kucinich ¹	2	2	4	NA	NA	NA	NA	NA
Former Illinois Senator Carol Mosely-Braun	2	4	3	1	3	4	3	4
New York activist Al Sharpton.....	-	4	3	7	4	3	5	5
Florida Senator Bob Graham.....	NA	NA	NA	4	3	4	8	8
New York Senator Hillary Rodham Clinton (NOT ASKED; VOLUNTEERED)	-	-	1	-	2	1	3	2
Other/none/not sure	15	15	12	21	23	18	22	22

¹Prior to November 4-6, 2003, respondents who selected Dennis Kucinich were coded as "other".

***** END SPECIAL SECTION *****

8. Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

ALL ADULTS							
	<u>1/5 - 7/04</u>	<u>12/15 - 17/03</u>	<u>12/1 - 3/03</u>	<u>11/18 - 20/03</u>	<u>11/4 - 6/03</u>	<u>10/21 - 23/03</u>	<u>10/7 - 9/03</u>
7, very strong economy	7	5	5	6	5	4	4
6	11	10	10	8	9	8	9
5	30	30	32	27	32	30	29
4	24	25	25	24	20	23	23
3	15	16	15	17	16	19	19
2	6	6	6	8	8	6	8
1, very weak economy	6	7	7	9	9	9	8
Not sure	1	1	-	1	1	1	-
Total 6-7.....	19	15	15	13	14	13	13
Total 1-3.....	27	28	28	34	33	34	35
<i>Mean</i>	<i>4.3</i>	<i>4.2</i>	<i>4.2</i>	<i>4.0</i>	<i>4.1</i>	<i>4.0</i>	<i>4.0</i>
	<u>9/16 - 18/03</u>	<u>9/2 - 4/03</u>	<u>8/19 - 21/03</u>	<u>8/5 - 8/03</u>	<u>7/22 - 24/03</u>	<u>7/8 - 10/03</u>	<u>6/17 - 19/03</u>
	3	4	5	3	5	4	5
	9	7	9	8	7	9	8
	27	27	27	28	26	29	26
	23	24	24	26	23	25	24
	19	19	17	20	19	19	20
	9	9	8	7	10	6	8
	9	9	9	8	9	7	9
	1	1	1	-	1	1	-
	12	11	14	11	12	13	13
	37	37	34	35	38	33	38
	<i>3.9</i>	<i>3.9</i>	<i>4.0</i>	<i>3.9</i>	<i>3.9</i>	<i>4.0</i>	<i>3.9</i>
	<u>3rd Quarter JAS 03</u>	<u>2nd Quarter AMJ 03</u>	<u>1st Quarter JFM 03</u>	<u>4th Quarter OND 02</u>	<u>3rd Quarter JAS 02</u>	<u>2nd Quarter AMJ 02</u>	<u>1 Year Ago 1/7 - 9/03</u>
	4	5	4	5	6	6	4
	8	8	8	9	10	11	8
	27	29	28	29	31	34	31
	24	24	24	24	23	23	25
	19	18	19	17	16	14	16
	8	7	7	7	5	5	8
	9	8	9	8	8	6	7
	1	1	1	1	1	1	1
	12	13	12	14	16	16	13
	35	33	35	32	29	26	31
	<i>4.0</i>	<i>4.0</i>	<i>3.9</i>	<i>4.1</i>	<i>4.2</i>	<i>4.3</i>	<i>4.1</i>

9. Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

ALL ADULTS							
	1/5 - 7/04	12/15 - 17/03	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03	10/21 - 23/03	10/7 - 9/03
Much stronger.....	9	7	8	8	8	7	5
Somewhat stronger.....	30	31	33	28	30	26	27
About the same.....	52	51	47	51	48	54	49
Somewhat weaker	5	7	8	8	8	8	12
Much weaker	3	3	3	4	5	4	5
Not sure	1	1	1	1	1	1	2
Total Stronger	39	37	41	35	38	33	32
Total Weaker	8	10	11	12	13	12	17
	9/16 - 18/03	9/2 - 4/03	8/19 - 21/03	8/5 - 8/03	7/22 - 24/03	7/8 - 10/03	6/17 - 19/03
	7	6	5	5	6	6	5
	25	26	25	31	27	25	30
	52	52	53	50	50	53	51
	11	10	11	9	10	9	9
	4	5	5	4	6	5	4
	1	1	1	1	1	2	1
	32	32	30	36	34	31	34
	15	15	16	14	15	14	14
	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 Year Ago 1/7 - 9/03
	6	7	6	5	6	6	5
	27	28	23	24	24	31	26
	51	49	48	52	55	51	51
	10	10	14	12	10	8	12
	5	5	6	5	4	3	5
	1	1	3	2	1	1	1
	33	35	29	30	30	37	31
	15	15	20	17	14	11	17

10. Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.

ALL ADULTS							
	<u>1/5 - 7/04</u>	<u>12/15 - 17/03</u>	<u>12/1 - 3/03</u>	<u>11/18 - 20/03</u>	<u>11/4 - 6/03</u>	<u>10/21 - 23/03</u>	<u>10/7 - 9/03</u>
7, very strong.....	10	10	9	11	10	11	9
6.....	15	16	15	14	14	15	13
5.....	30	28	30	30	30	29	30
4.....	19	19	16	18	19	18	21
3.....	11	10	12	11	10	11	11
2.....	5	5	7	5	5	5	5
1, very weak.....	9	11	10	9	10	10	10
Not sure.....	1	1	1	2	2	1	1
Total 6-7.....	24	26	25	25	24	26	22
Total 1-3.....	25	26	28	25	26	26	26
<i>Mean</i>	4.4	4.4	4.3	4.4	4.4	4.4	4.3
	<u>9/16 - 18/03</u>	<u>9/2 - 4/03</u>	<u>8/19 - 21/03</u>	<u>8/5 - 8/03</u>	<u>7/22 - 24/03</u>	<u>7/8 - 10/03</u>	<u>6/17 - 19/03</u>
	11	10	11	10	11	8	9
	16	15	15	16	15	14	14
	27	29	26	30	29	29	30
	19	22	20	17	19	22	19
	11	10	11	12	12	10	12
	5	5	4	5	5	5	5
	9	8	10	8	7	10	10
	2	1	3	2	2	2	1
	27	25	25	26	26	22	23
	25	24	25	25	25	25	27
	4.4	4.4	4.4	4.5	4.5	4.3	4.3
	<u>3rd Quarter JAS 03</u>	<u>2nd Quarter AMJ 03</u>	<u>1st Quarter JFM 03</u>	<u>4th Quarter OND 02</u>	<u>3rd Quarter JAS 02</u>	<u>2nd Quarter AMJ 02</u>	1 Year Ago <u>1/7 - 9/03</u>
	10	9	9	10	10	9	7
	15	15	14	14	15	14	15
	28	29	28	31	30	31	27
	20	20	20	19	19	20	21
	11	11	11	11	11	11	12
	5	5	5	4	5	5	6
	9	10	11	10	9	9	11
	2	1	2	1	1	1	1
	25	24	23	24	25	23	23
	25	26	26	25	24	24	29
	4.4	4.4	4.3	4.4	4.4	4.4	4.2

11. Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

ALL ADULTS							
	<u>1/5 - 7/04</u>	<u>12/15 - 17/03</u>	<u>12/1 - 3/03</u>	<u>11/18 - 20/03</u>	<u>11/4 - 6/03</u>	<u>10/21 - 23/03</u>	<u>10/7 - 9/03</u>
Much stronger.....	10	13	10	11	11	13	11
Somewhat stronger.....	28	30	31	27	29	26	25
About the same.....	54	51	51	53	51	54	53
Somewhat weaker	5	4	5	5	6	4	8
Much weaker	2	1	2	3	2	2	2
Not sure	1	1	1	1	1	1	1
Total Stronger	38	43	41	38	40	39	36
Total Weaker	7	6	7	8	8	7	10
	<u>9/16 - 18/03</u>	<u>9/2 - 4/03</u>	<u>8/19 - 21/03</u>	<u>8/5 - 8/03</u>	<u>7/22 - 24/03</u>	<u>7/8 - 10/03</u>	<u>6/17 - 19/03</u>
	12	9	11	11	12	10	11
	28	29	25	26	28	28	31
	51	53	54	54	52	52	50
	6	6	6	5	5	7	4
	2	2	2	3	2	2	3
	1	1	2	1	1	1	1
	40	38	36	37	40	38	42
	8	8	8	8	7	8	7
	<u>3rd Quarter JAS 03</u>	<u>2nd Quarter AMJ 03</u>	<u>1st Quarter JFM 03</u>	<u>4th Quarter OND 02</u>	<u>3rd Quarter JAS 02</u>	<u>2nd Quarter AMJ 02</u>	1 Year Ago 1/7 - 9/03
	11	12	12	10	11	11	13
	27	29	25	29	29	29	28
	53	51	51	51	51	52	47
	6	5	7	7	6	5	8
	2	2	3	2	2	2	3
	1	1	2	1	1	1	1
	38	40	37	39	40	40	41
	8	8	10	9	8	7	11

Now I'd like you to think about how your personal financial situation has changed in the past six months.

12. Compared to 6 months ago, are you NOW more or less comfortable making a major purchase, like a home or car?

ALL ADULTS							
	<u>1/5 - 7/04</u>	<u>12/15 - 17/03</u>	<u>12/1 - 3/03</u>	<u>11/18 - 20/03</u>	<u>11/4 - 6/03</u>	<u>10/21 - 23/03</u>	<u>10/7 - 9/03</u>
More comfortable.....	38	38	37	34	37	34	33
Less comfortable	40	42	40	45	41	44	44
No change (VOL).....	20	19	22	19	21	21	22
Not sure	2	1	1	2	1	1	1
	<u>9/16 - 18/03</u>	<u>9/2 - 4/03</u>	<u>8/19 - 21/03</u>	<u>8/5 - 8/03</u>	<u>7/22 - 24/03</u>	<u>7/8 - 10/03</u>	<u>6/17 - 19/03</u>
	38	33	35	36	36	35	37
	43	46	44	43	42	42	44
	18	20	19	20	20	21	19
	1	1	2	1	2	2	-
	<u>3rd Quarter JAS 03</u>	<u>2nd Quarter AMJ 03</u>	<u>1st Quarter JFM 03</u>	<u>4th Quarter OND 02</u>	<u>3rd Quarter JAS 02</u>	<u>2nd Quarter AMJ 02</u>	1 Year Ago <u>1/7 - 9/03</u>
	35	34	29	32	32	36	29
	44	45	48	48	49	43	49
	20	20	21	19	18	19	21
	1	1	2	1	1	2	1

13. Compared to 6 months ago, are you NOW more or less comfortable making other household purchases?

ALL ADULTS							
	<u>1/5 - 7/04</u>	<u>12/15 - 17/03</u>	<u>12/1 - 3/03</u>	<u>11/18 - 20/03</u>	<u>11/4 - 6/03</u>	<u>10/21 - 23/03</u>	<u>10/7 - 9/03</u>
More comfortable.....	45	46	44	43	43	41	36
Less comfortable	35	36	36	37	36	38	42
No change (VOL).....	19	17	20	19	20	20	21
Not sure	1	1	-	1	1	1	1
	<u>9/16 - 18/03</u>	<u>9/2 - 4/03</u>	<u>8/19 - 21/03</u>	<u>8/5 - 8/03</u>	<u>7/22 - 24/03</u>	<u>7/8 - 10/03</u>	<u>6/17 - 19/03</u>
	44	39	39	43	40	41	40
	38	41	40	38	38	38	41
	17	19	20	18	21	19	19
	1	1	1	1	1	2	-
	<u>3rd Quarter JAS 03</u>	<u>2nd Quarter AMJ 03</u>	<u>1st Quarter JFM 03</u>	<u>4th Quarter OND 02</u>	<u>3rd Quarter JAS 02</u>	<u>2nd Quarter AMJ 02</u>	1 Year Ago <u>1/7 - 9/03</u>
	41	39	35	38	39	43	35
	39	39	42	42	43	36	43
	19	21	22	20	17	20	21
	1	1	1	-	1	1	1

14. Compared to 6 months ago, are you NOW more or less confident about job security for yourself, your family and other people you know personally?

ALL ADULTS							
	1/5 - <u>7/04</u>	12/15 - <u>17/03</u>	12/1 - <u>3/03</u>	11/18 - <u>20/03</u>	11/4 - <u>6/03</u>	10/21 - <u>23/03</u>	10/7 - <u>9/03</u>
More confident	47	44	44	39	41	39	35
Less confident.....	38	42	37	44	40	44	45
No change (VOL).....	13	13	17	16	16	16	18
Not sure	2	1	2	1	3	1	2
	9/16 - <u>18/03</u>	9/2 - <u>4/03</u>	8/19 - <u>21/03</u>	8/5 - <u>8/03</u>	7/22 - <u>24/03</u>	7/8 - <u>10/03</u>	6/17 - <u>19/03</u>
	42	40	36	38	39	36	39
	43	45	46	45	46	45	46
	14	13	16	16	13	16	14
	1	2	2	1	2	3	1
	3 rd Quarter <u>JAS 03</u>	2 nd Quarter <u>AMJ 03</u>	1 st Quarter <u>JFM 03</u>	4 th Quarter <u>OND 02</u>	3 rd Quarter <u>JAS 02</u>	2 nd Quarter <u>AMJ 02</u>	1 Year Ago 1/7 - <u>9/03</u>
	38	38	34	37	39	42	34
	45	44	46	46	45	41	50
	15	16	17	15	14	15	15
	2	2	3	2	2	2	1

15. Compared to 6 months ago, are you NOW more or less confident of your ability to invest in the future, including your ability to save money for your retirement or your children's education?

ALL ADULTS							
	1/5 - <u>7/04</u>	12/15 - <u>17/03</u>	12/1 - <u>3/03</u>	11/18 - <u>20/03</u>	11/4 - <u>6/03</u>	10/21 - <u>23/03</u>	10/7 - <u>9/03</u>
More confident	48	48	46	42	43	45	36
Less confident.....	34	38	36	41	39	38	44
No change (VOL).....	15	11	16	16	15	15	18
Not sure	3	3	2	1	3	2	2
	9/16 - <u>18/03</u>	9/2 - <u>4/03</u>	8/19 - <u>21/03</u>	8/5 - <u>8/03</u>	7/22 - <u>24/03</u>	7/8 - <u>10/03</u>	6/17 - <u>19/03</u>
	44	41	39	41	42	39	44
	42	42	44	41	42	43	42
	13	15	15	16	13	15	12
	1	2	2	2	3	3	2
	3 rd Quarter <u>JAS 03</u>	2 nd Quarter <u>AMJ 03</u>	1 st Quarter <u>JFM 03</u>	4 th Quarter <u>OND 02</u>	3 rd Quarter <u>JAS 02</u>	2 nd Quarter <u>AMJ 02</u>	1 Year Ago 1/7 - <u>9/03</u>
	41	41	35	35	37	44	35
	42	42	45	49	49	39	49
	15	15	17	14	12	15	13
	2	2	3	2	2	2	3

16a. Thinking of the last 6 months, have you, someone in your family or someone else you know personally lost their job as a result of economic conditions?

		ALL ADULTS						
		<u>1/5 -</u> <u>7/04</u>	<u>12/15 -</u> <u>17/03</u>	<u>12/1 -</u> <u>3/03</u>	<u>11/18 -</u> <u>20/03</u>	<u>11/4 -</u> <u>6/03</u>	<u>10/21 -</u> <u>23/03</u>	<u>10/7 -</u> <u>9/03</u>
Yes.....		45	44	43	46	43	41	47
No		54	56	56	53	57	59	53
Not sure		1	-	1	1	-	-	-
		<u>9/16 -</u> <u>18/03</u>	<u>9/2 -</u> <u>4/03</u>	<u>8/19 -</u> <u>21/03</u>	<u>8/5 -</u> <u>8/03</u>	<u>7/22 -</u> <u>24/03</u>	<u>7/8 -</u> <u>10/03</u>	<u>6/17 -</u> <u>19/03</u>
		44	45	43	45	45	47	44
		56	55	56	55	54	52	56
		-	-	1	-	1	1	-
		<u>3rd</u> <u>Quarter</u> <u>JAS 03</u>	<u>2nd</u> <u>Quarter</u> <u>AMJ 03</u>	<u>1st</u> <u>Quarter</u> <u>JFM 03</u>	<u>4th</u> <u>Quarter</u> <u>OND 02</u>	<u>3rd</u> <u>Quarter</u> <u>JAS 02</u>	<u>2nd</u> <u>Quarter</u> <u>AMJ 02</u>	1 Year Ago <u>1/7 -</u> <u>9/03</u>
		45	44	43	44	42	42	44
		55	56	56	56	58	57	56
		-	-	1	-	-	1	-

16b. Now look ahead at the next six months. How likely is it that you, someone in your family or someone else you know personally will lose their job in the next six months as a result of economic conditions?

ALL ADULTS							
	1/5 - <u>7/04</u>	12/15 - <u>17/03</u>	12/1 - <u>3/03</u>	11/18 - <u>20/03</u>	11/4 - <u>6/03</u>	10/21 - <u>23/03</u>	10/7 - <u>9/03</u>
Extremely likely	7	7	8	8	7	7	8
Very likely	12	11	13	12	12	11	13
Somewhat likely	29	32	27	29	30	28	33
Not very likely	33	32	34	32	30	33	28
Not at all likely.....	17	17	17	18	19	19	16
Not sure	2	1	1	1	2	2	2
Total Likely	19	18	20	20	19	18	21
Total Not Likely	51	49	51	50	49	52	44
<hr/>							
	9/16 - <u>18/03</u>	9/2 - <u>4/03</u>	8/19 - <u>21/03</u>	8/5 - <u>8/03</u>	7/22 - <u>24/03</u>	7/8 - <u>10/03</u>	6/17 - <u>19/03</u>
	8	8	8	7	7	7	7
	14	12	14	13	14	16	11
	31	30	32	32	33	31	34
	29	31	29	30	29	29	30
	17	17	15	17	16	15	16
	1	2	2	1	1	2	2
	22	20	22	20	21	22	18
	46	47	44	47	45	44	46
<hr/>							
	3 rd Quarter <u>JAS 03</u>	2 nd Quarter <u>AMJ 03</u>	1 st Quarter <u>JFM 03</u>	4 th Quarter <u>OND 02</u>	3 rd Quarter <u>JAS 02</u>	2 nd Quarter <u>AMJ 02</u>	1 Year Ago <u>1/7 - 9/03</u>
	7	8	9	9	8	6	8
	14	12	14	13	12	11	14
	32	30	29	30	30	28	30
	29	31	28	30	31	34	30
	16	17	16	16	18	19	16
	2	2	4	2	1	2	2
	21	20	22	22	20	18	22
	46	48	45	45	48	53	46

QUESTION ORDER TEST

1. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track? *

ALL ADULTS 1/5 -7/04		
	Asked at Start of Interview	Asked After Economic Questions
Right direction	49	57
Wrong track.....	46	40
Not sure.....	5	3

* Half of sample asked question at start of interview, half after questions about the economy.

DEMOGRAPHICS

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. First of all, in what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

18-34	29
35-49	31
50-64	23
65 and over	17
Refused/not sure	-

D2. Are you employed:

TOTAL EMPLOYED	64
Full time	52
Part time	12
Not employed	16
Retired	20
Refused/not sure	-

(Q.D3 ASKED ONLY OF THOSE WHO ARE EMPLOYED FULL OR PART-TIME IN Q.D2.)

D3. We would also like to have just a general idea of what type of occupation you have. Which one of the following best describes your current job?

Professional	13
Senior executive or manager	8
Clerical or administrative	9
Sales or services	10
A skilled trade or technical occupation.....	12
Blue-collar work or laborer	6
Farming or fishing	1
Other (VOL)	5
Refused/not sure	-
Not Employed Full/Part Time (Q.D2)	36

D4. What is the last year of school you completed?

Grade school or some high school	7
Completed high school	26
Some college but did not finish.....	24
Completed a two year college degree	13
Completed a four year college degree.....	19
Completed a post-graduate degree such as a Master's or Ph.D.	11
Refused/not sure	-

D5. Are you currently married?

Yes	55
No.....	45
Refused/not sure	-

D6. Including yourself and any children, how many people are currently living in your household?

1	19
2	33
3	19
4	17
5	7
6 or more	4
Refused/not sure	1

(Q.D7a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D6.)

D7a. How many children under 6 years are currently living in your household?

D7b. How many children ages 6 to 12 are currently living in your household?

D7c. How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN – NET	38
Under 6.....	19
6-12	19
13-17	15
NO CHILDREN	62
Refused/not sure	1

D8. Are you currently registered to vote at this address, or not?

Yes	76
No.....	24
Refused/not sure	-

(Q.D9a-d ASKED ONLY OF THOSE WHO SAY THEY ARE REGISTERED TO VOTE IN Q.D8.)

D9a. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

(IF “DEMOCRAT” TO Q.D9a, Q.D9b ASKED. IF “REPUBLICAN” TO Q.D9a, Q.D9c ASKED. IF “INDEPENDENT” or “NONE OF THESE” TO Q.D9a, Q.D9d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D9b. Do you lean strongly or only moderately toward the Democratic Party?

D9c. Do you lean strongly or only moderately toward the Republican Party?

D9d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

	REGISTERED
	<u>VOTERS</u>
Strongly Republican	19
Moderately Republican	23
Definitely Independent/neither	12
Moderately Democrat.....	26
Strongly Democrat	19
Refused/not sure.....	1
Total Republican	42
Total Democrat	45

D10. Do you currently own stocks, bonds or mutual funds?

Yes	52
No.....	46
Refused/not sure	2

(Q.D11 ASKED ONLY OF THOSE WHO SAY THEY OWN STOCKS, BONDS OR MUTUAL FUNDS IN Q.D10.)

D11. In the past 12 months, how many times did you make changes in your investments - buying or selling stocks or stock mutual funds either within or outside an employer-sponsored 401K plan?

	<u>INVESTORS</u>
None.....	39
1 time.....	17
2 times.....	12
3 times.....	6
4 times.....	5
5 to 9 times.....	9
10 to 14 times.....	6
15 to 19 times.....	2
20 to 24 times.....	-
25 times or more	2
Refused/not sure	2
<hr/>	
Active Investors (5 times or more).....	20

D12. Do you own your home, or do you rent?

Own	71
Rent.....	27
Refused/not sure	2

D13a. What religion are you? Protestant, Catholic, Jewish, or some other religion?

Protestant	54
Catholic	23
Jewish	1
Some other religion	12
(DO NOT READ) No religion	8
Refused/not sure	2

D13b. Would you describe yourself as either a fundamentalist or born-again Christian, or neither?

Born-again Christian.....	27
Fundamentalist.....	6
Neither.....	65
Refused/not sure	2

D14. Could you please tell me your household income from all sources in 2003?

Under \$15,000.....	13
\$15,000 to less than \$20,000	6
\$20,000 to less than \$25,000	7
\$25,000 to less than \$30,000	4
\$30,000 to less than \$40,000	12
\$40,000 to less than \$50,000	8
\$50,000 to less than \$75,000	17
\$75,000 to less than \$100,000	9
\$100,000 or more	12
Refused/not sure	12

D15a. Are you of Hispanic ethnicity?

(Q.D15b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D15a.)

D15b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	79
Black.....	8
Hispanic.....	7
Asian.....	3
American Indian.....	-
Other.....	2
Refused	1

REGION:

Northeast.....	19
Midwest	23
South.....	36
West	22

METROPOLITAN STATUS:

Urban.....	29
Suburban.....	51
Rural.....	20

GENDER:

Male	48
Female	52