



1101 Connecticut Avenue NW, Suite 200
Washington, DC 20036
(202) 463-7300

Interview dates: April 5-7, 2004
Interviews: 1,001 adults, 758 registered voters
Margin of error: ±3.1 for all adults, ±3.5 for registered voters

**THE ASSOCIATED PRESS POLL
CONDUCTED BY IPSOS-PUBLIC AFFAIRS
RELEASE DATE: APRIL 8, 2004
PROJECT #81-4568-50**

NOTE: all results shown are percentages unless otherwise labeled.

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

| | ALL ADULTS |
|------------------------|-----------------------|
| Yes..... | 72 |
| No | 27 |
| Refused/not sure | 1 |

2a. Do you consider yourself a Democrat, a Republican, an Independent or none of these? *

(IF "DEMOCRAT" TO Q.2a, Q.2b ASKED. IF "REPUBLICAN" TO Q.2a, Q.2c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.2a, Q.2d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

- 2b. Do you lean strongly or only moderately toward the Democratic Party?
- 2c. Do you lean strongly or only moderately toward the Republican Party?
- 2d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

| | REGISTERED VOTERS |
|--------------------------------------|------------------------------|
| Strongly Republican | 21 |
| Moderately Republican | 22 |
| Definitely Independent/neither | 8 |
| Moderately Democrat..... | 25 |
| Strongly Democrat | 23 |
| Refused/not sure..... | 1 |
| Total Republican | 43 |
| Total Democrat | 47 |

* Half the respondents were asked party identification in this location, the other half were asked at the end of the survey with the other demographic questions. Results for the respondents who were asked the question early were 38% Republican, 48% Democrat. For the respondents asked later in the survey, the results were 48% Republican, 46% Democrat.

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 | | | | | | | |
|----------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------|
| | 4/5 - <u>7/04</u> | 3/1 - <u>3/04</u> | 2/2 - <u>4/04*</u> | 1/5 - <u>7/04**</u> | 12/15 - <u>17/03**</u> | 12/1 - <u>3/03</u> | 11/18 - <u>20/03</u> |
| Right direction..... | 38 | 35 | 44 | 49 | 47 | 43 | 38 |
| Wrong track | 57 | 60 | 52 | 46 | 48 | 51 | 56 |
| Not sure | 5 | 5 | 4 | 5 | 5 | 6 | 6 |
| <hr/> | | | | | | | |
| | 11/4 - <u>6/03</u> | 10/21 - <u>23/03</u> | 10/7 - <u>9/03</u> | 9/16 - <u>18/03</u> | 9/2 - <u>4/03</u> | 8/19 - <u>21/03</u> | 8/5 - <u>8/03</u> |
| | 41 | 41 | 39 | 37 | 39 | 39 | 42 |
| | 53 | 52 | 54 | 57 | 56 | 53 | 52 |
| | 6 | 7 | 7 | 6 | 5 | 8 | 6 |
| <hr/> | | | | | | | |
| | 4 th Quarter <u>OND 03</u> | 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> | 1 Year Ago 4/1 - <u>3/03</u> |
| | 43 | 41 | 52 | 41 | 43 | 46 | 55 |
| | 51 | 53 | 42 | 50 | 50 | 48 | 38 |
| | 6 | 6 | 6 | 9 | 7 | 6 | 7 |

* Half of sample was asked this question at start of interview, half after questions about the economy. There was no significant difference in the results.

** 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 | | | | | | | |
|---------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------|
| | 4/5 - 7/04 | 3/1 - 3/04 | 2/2 - 4/04 | 1/5 - 7/04 | 12/15 - 17/03 | 12/1 - 3/03 | 11/18 - 20/03 |
| Strongly approve..... | 28 | 28 | 27 | 33 | 38 | 30 | 29 |
| Somewhat approve..... | 9 | 10 | 10 | 11 | 11 | 12 | 9 |
| Lean toward approval..... | 11 | 10 | 9 | 12 | 10 | 10 | 12 |
| Still have mixed feelings..... | 2 | 3 | 4 | 1 | 2 | 3 | 3 |
| Lean toward disapproval..... | 13 | 16 | 16 | 15 | 14 | 13 | 14 |
| Somewhat disapprove..... | 5 | 4 | 5 | 5 | 4 | 7 | 6 |
| Strongly disapprove..... | 32 | 29 | 29 | 22 | 21 | 25 | 27 |
| Not sure..... | - | - | - | 1 | - | - | - |
| Total Approve..... | 48 | 48 | 47 | 56 | 59 | 53 | 50 |
| Total Disapprove..... | 50 | 49 | 50 | 42 | 39 | 44 | 47 |
| <i>Mean Rating</i> ¹ | 4.0 | 4.0 | 4.0 | 4.4 | 4.6 | 4.2 | 4.1 |
| | 11/4 - 6/03 | 10/21 - 23/03 | 10/7 - 9/03 | 9/16 - 18/03 | 9/2 - 4/03 | 8/19 - 21/03 | 8/5 - 8/03 |
| | 29 | 28 | 27 | 30 | 26 | 32 | 33 |
| | 12 | 13 | 13 | 16 | 14 | 14 | 16 |
| | 12 | 13 | 11 | 9 | 12 | 10 | 9 |
| | 2 | 2 | 3 | 2 | 2 | 3 | 3 |
| | 12 | 13 | 13 | 15 | 14 | 13 | 13 |
| | 5 | 7 | 7 | 5 | 6 | 5 | 4 |
| | 28 | 23 | 26 | 23 | 25 | 22 | 21 |
| | - | 1 | - | - | 1 | 1 | 1 |
| | 52 | 55 | 51 | 55 | 52 | 56 | 58 |
| | 46 | 43 | 46 | 43 | 45 | 40 | 38 |
| | 4.1 | 4.3 | 4.1 | 4.4 | 4.2 | 4.4 | 4.6 |
| | 4 th Quarter OND 03 | 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 | 1 Year Ago 4/1 - 3/03 |
| | 30 | 31 | 39 | 34 | 35 | 34 | 45 |
| | 12 | 15 | 12 | 13 | 15 | 16 | 9 |
| | 11 | 10 | 11 | 10 | 12 | 15 | 10 |
| | 3 | 2 | 2 | 4 | 2 | 2 | 2 |
| | 13 | 14 | 13 | 13 | 14 | 14 | 11 |
| | 6 | 5 | 4 | 5 | 5 | 5 | 2 |
| | 25 | 22 | 18 | 20 | 17 | 13 | 20 |
| | - | 1 | 1 | 1 | - | 1 | 1 |
| | 53 | 56 | 62 | 56 | 63 | 65 | 64 |
| | 44 | 41 | 35 | 39 | 35 | 32 | 33 |
| | 4.3 | 4.4 | 4.8 | 4.5 | 4.8 | 4.9 | 4.9 |

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.

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 | | | | | | | | | | | |
| 4/5-7/04..... | 23 | 12 | 9 | 2 | 11 | 9 | 34 | - | 45 | 53 | 3.7 |
| 3/1-3/04..... | 23 | 13 | 9 | 2 | 10 | 10 | 33 | - | 45 | 53 | 3.7 |
| 2/2-4/04..... | 19 | 16 | 9 | 2 | 12 | 8 | 33 | 1 | 44 | 53 | 3.7 |
| 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 |
| 4 th quarter OND 03..... | 22 | 16 | 11 | 2 | 11 | 9 | 28 | 1 | 49 | 48 | 3.9 |
| 3 rd quarter JAS 03..... | 20 | 16 | 12 | 2 | 11 | 9 | 29 | 1 | 48 | 49 | 3.9 |
| 2nd quarter AMJ 03..... | 22 | 16 | 12 | 3 | 11 | 8 | 27 | 1 | 51 | 46 | 4.0 |
| 1st 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 |
| 1 year ago 4/1-3/03..... | 25 | 18 | 12 | 3 | 11 | 7 | 23 | 1 | 55 | 41 | 4.3 |

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.

REGISTERED VOTERS

| 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 | | | | | | | | | | | |
| 4/5-7/04..... | 18 | 16 | 10 | 2 | 11 | 7 | 35 | 1 | 43 | 53 | 3.6 |
| 3/1-3/04..... | 17 | 16 | 12 | 2 | 13 | 9 | 31 | - | 45 | 53 | 3.7 |
| 2/2-4/04..... | 16 | 16 | 10 | 2 | 13 | 9 | 33 | 1 | 42 | 55 | 3.6 |
| 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 |
| 4 th quarter OND 03..... | 17 | 17 | 11 | 3 | 12 | 10 | 29 | 1 | 45 | 51 | 3.8 |
| 3 rd quarter JAS 03..... | 19 | 17 | 13 | 2 | 12 | 9 | 27 | 1 | 49 | 48 | 3.9 |
| 2nd quarter AMJ 03..... | 19 | 18 | 13 | 3 | 12 | 8 | 26 | 1 | 50 | 47 | 4.0 |
| 1st 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 |
| 1 year ago 4/1-3/03..... | 22 | 20 | 11 | 3 | 10 | 7 | 25 | 2 | 53 | 42 | 4.2 |

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.

| REGISTERED VOTERS | | | | | | | | | | | |
|-----------------------------------------------------------------------|--------------------------|-------------------------------|---------------------------------|------------------------------------|------------------------------------|----------------------------------|-----------------------------|-------------|-----------------------|--------------------------|------------------------------|
| 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 |
| (ASKED OF HALF THE REGISTERED VOTERS) | | | | | | | | | | | |
| Handling foreign policy issues | | | | | | | | | | | |
| 4/5-7/04..... | 27 | 9 | 5 | 2 | 14 | 7 | 35 | 1 | 41 | 56 | 3.7 |
| Handling the war on terrorism | | | | | | | | | | | |
| 4/5-7/04..... | 32 | 10 | 9 | 2 | 12 | 5 | 30 | - | 51 | 47 | 4.1 |
| (ASKED OF THE OTHER HALF OF THE REGISTERED VOTERS) | | | | | | | | | | | |
| Handling foreign policy issues and the war on terrorism | | | | | | | | | | | |
| 4/5-7/04..... | 38 | 10 | 7 | 1 | 13 | 5 | 26 | - | 55 | 43 | 4.4 |
| (PREVIOUSLY, THIS ITEM WAS ASKED OF ALL THE REGISTERED VOTERS) | | | | | | | | | | | |
| Handling foreign policy issues and the war on terrorism | | | | | | | | | | | |
| 3/1-3/04..... | 36 | 12 | 6 | 1 | 13 | 7 | 25 | - | 54 | 45 | 4.4 |
| 2/2-4/04..... | 35 | 11 | 8 | 2 | 14 | 6 | 24 | - | 53 | 45 | 4.3 |
| 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 |
| 4 th quarter OND 03..... | 36 | 11 | 8 | 2 | 14 | 6 | 22 | 1 | 55 | 42 | 4.4 |
| 3 rd quarter JAS 03..... | 40 | 11 | 9 | 2 | 12 | 6 | 20 | - | 60 | 38 | 4.7 |
| 2nd quarter AMJ 03..... | 48 | 11 | 9 | 2 | 10 | 5 | 14 | 1 | 68 | 29 | 5.2 |
| 1st 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 |
| 1 year ago 4/1-3/03..... | 50 | 11 | 7 | 3 | 9 | 4 | 15 | 1 | 68 | 28 | 5.2 |

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. 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>4/5 -</u> | <u>3/1 -</u> | <u>2/2 -</u> | <u>1/5 -</u> | <u>12/1 -</u> | <u>10/21 -</u> | <u>8/19-</u> |
| | <u>7/04</u> | <u>3/04</u> | <u>4/04</u> | <u>7/04</u> | <u>3/03</u> | <u>23/03</u> | <u>21/03</u> |
| Republicans | 43 | 43 | 41 | 44 | 42 | 44 | 40 |
| Democrats..... | 46 | 44 | 44 | 42 | 44 | 44 | 45 |
| Neither (VOL)..... | 8 | 8 | 11 | 9 | 10 | 8 | 9 |
| Not sure | 3 | 5 | 4 | 5 | 4 | 4 | 6 |
| <hr/> | | | | | | | |
| | <u>8/5 -</u> | <u>6/17-</u> | <u>6/3 -</u> | <u>4/15 -</u> | <u>4/1 -</u> | <u>3/18-</u> | <u>3/4 -</u> |
| | <u>8/03</u> | <u>19/03</u> | <u>5/03</u> | <u>17/03</u> | <u>3/03</u> | <u>20/03</u> | <u>6/03</u> |
| | 40 | 40 | 42 | 47 | 47 | 44 | 39 |
| | 44 | 47 | 42 | 39 | 41 | 41 | 43 |
| | 12 | 10 | 10 | 10 | 8 | 11 | 12 |
| | 4 | 3 | 6 | 4 | 4 | 4 | 6 |
| <hr/> | | | | | | | |
| | <u>4th</u> | <u>2nd</u> | <u>4th</u> | <u>3rd</u> | <u>2nd</u> | <u>1st</u> | 1 Year |
| | <u>Quarter</u> | <u>Quarter</u> | <u>Quarter</u> | <u>Quarter</u> | <u>Quarter</u> | <u>Quarter</u> | Ago |
| | <u>OND 03¹</u> | <u>AMJ 03</u> | <u>OND 02</u> | <u>JAS 02</u> | <u>AMJ 02</u> | <u>JFM 02</u> | <u>4/1 -</u> |
| | 43 | 44 | 43 | 43 | 44 | 43 | 47 |
| | 45 | 43 | 45 | 44 | 40 | 41 | 41 |
| | 8 | 9 | 8 | 9 | 12 | 12 | 8 |
| | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

¹In the fourth quarter 2003, this question was asked only once in October and once in December (2,294 registered voters).

6a. If the election for president were held today and the candidates were George W. Bush, the Republican and John Kerry, the Democrat and Ralph Nader, the Independent, for whom would you vote? Do you lean more toward Kerry or Bush or Nader?

| REGISTERED VOTERS | | | | | |
|------------------------------------------|----------------------|-----------------------|----------------------|----------------------|-------------------------|
| | 4/5 - <u>7/04</u> | 3/19- <u>21/04</u> | 3/1 - <u>3/04</u> | 1/5 - <u>7/04</u> | 10/21 - <u>23/03</u> |
| George W. Bush, the Republican..... | 44 | 45 | 45 | 53 | 53 |
| Undecided, lean Bush | 1 | 1 | 1 | 1 | NA |
| John Kerry, the Democrat | 43 | 42 | 43 | 36 | 34 |
| Undecided, lean Kerry..... | 2 | 1 | 2 | 1 | NA |
| Ralph Nader, the Independent | 6 | 4 | 6 | NA | NA |
| Undecided, lean Nader | - | 1 | - | NA | NA |
| (DO NOT READ) None | 2 | 4 | 1 | 3 | 5 |
| Not sure | 2 | 2 | 2 | 6 | 8 |
| Total Would Vote/Lean Bush..... | 45 | 46 | 46 | 54 | 53 |
| Total Would Vote/Lean Kerry | 44 | 43 | 45 | 37 | 34 |
| Total Would Vote/Lean Nader | 6 | 5 | 6 | NA | NA |

(ASKED ONLY OF THOSE WHO SELECT A CANDIDATE IN Q.6a.)

6b-c. In November, will you definitely vote for that candidate, probably vote for that candidate, or do you think you could change your mind before the election in November?

| | WOULD VOTE FOR BUSH | | WOULD VOTE FOR KERRY | |
|------------------------------------------|------------------------|-----------------------|-------------------------|-----------------------|
| | 4/5 - <u>7/04</u> | 3/19- <u>21/04</u> | 4/5 - <u>7/04</u> | 3/19- <u>21/04</u> |
| Definitely will vote for candidate | 65 | 62 | 59 | 57 |
| Probably will vote for candidate | 19 | 22 | 20 | 26 |
| Could change mind..... | 15 | 15 | 21 | 16 |
| Not sure | 1 | 1 | - | 1 |

| REGISTERED VOTERS | | | | |
|---------------------------------------------------------|----------------------|-----------------------|----------------------|----------------------|
| <i>BUSH VS. KERRY: HIERARCHICAL VOTE WITH "LEANERS"</i> | | | | |
| | 4/5 - <u>7/04</u> | 3/19- <u>21/04</u> | 3/1 - <u>3/04</u> | 1/5 - <u>7/04</u> |
| Strong Bush | 28 | 28 | 37 | 33 |
| Weak Bush | 17 | 18 | 9 | 22 |
| TOTAL BUSH..... | 45 | 46 | 46 | 54 |
| Strong Kerry..... | 26 | 24 | 28 | 13 |
| Weak Kerry..... | 19 | 19 | 17 | 24 |
| TOTAL KERRY | 44 | 43 | 45 | 37 |
| Nader..... | 6 | 5 | 6 | NA |
| Undecided/other | 4 | 6 | 3 | 8 |

(ASKED ONLY OF THOSE WHO SAY THEY WOULD VOTE FOR KERRY BUT DO NOT SAY THEY WILL DEFINITELY VOTE FOR HIM IN Q.6b, AND THOSE WHO ARE UNDECIDED BUT LEAN TOWARD KERRY.)

6d. If you decide not to vote for John Kerry in November, do you think you might vote for George W. Bush, Ralph Nader, or would you not vote?

| REGISTERED VOTERS | | |
|----------------------------|----------------------|-----------------------|
| | 4/5 - <u>7/04</u> | 3/19- <u>21/04</u> |
| Bush | 36 | 37 |
| Nader..... | 13 | 26 |
| Would not vote/other | 44 | 32 |
| Not sure | 7 | 5 |

(ASKED ONLY OF THOSE WHO SAY THEY WOULD VOTE FOR BUSH BUT DO NOT SAY THEY WILL DEFINITELY VOTE FOR HIM IN Q.6b, AND THOSE WHO ARE UNDECIDED BUT LEAN TOWARD BUSH.)

6e. If you decide not to vote for George W. Bush in November, do you think you might vote for John Kerry, Ralph Nader, or would you not vote?

| | REGISTERED VOTERS | |
|----------------------------|-------------------|-------------|
| | 4/5 - 7/04 | 3/19- 21/04 |
| Kerry..... | 27 | 29 |
| Nader..... | 14 | 15 |
| Would not vote/other | 49 | 46 |
| Not sure | 10 | 10 |

(ASKED ONLY OF THOSE WHO SAY THEY WOULD VOTE FOR NADER OR ARE UNDECIDED BUT LEAN TOWARD NADER.)

6f. If you decide not to vote for Ralph Nader in November or if he is not on the ballot, do you think you might vote for George W. Bush, John Kerry, or will you not vote?

| | REGISTERED VOTERS | |
|----------------------------|-------------------|-------------|
| | 4/5 - 7/04 | 3/19- 21/04 |
| Bush | 13 | 16 |
| Kerry..... | 65 | 43 |
| Would not vote/other | 19 | 34 |
| Not sure | 3 | 7 |

| REGISTERED VOTERS | | |
|--------------------------------------|------------|-------------|
| STRENGTH OF SUPPORT SUMMARY | | |
| | 4/5 - 7/04 | 3/19- 21/04 |
| TOTAL BUSH..... | 45 | 46 |
| Strong Bush | 28 | 28 |
| Weak Bush | 17 | 18 |
| - Might vote for Kerry | 5 | 5 |
| - Might vote for Nader | 2 | 3 |
| - Would not vote/other/not sure..... | 10 | 10 |
| TOTAL KERRY | 44 | 43 |
| Strong Kerry..... | 26 | 24 |
| Weak Kerry | 19 | 19 |
| - Might vote for Bush..... | 7 | 7 |
| - Might vote for Nader | 2 | 5 |
| - Would not vote/other/not sure..... | 10 | 7 |
| TOTAL NADER | 6 | 5 |
| - Might vote for Kerry | 1 | 2 |
| - Might vote for Bush..... | 4 | 1 |
| - Would not vote/other/not sure..... | 1 | 2 |
| Undecided/other | 4 | 6 |

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 | | | | | | | |
|------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------|
| | 4/5 - <u>7/04</u> | 3/1 - <u>3/04</u> | 2/2 - <u>4/04</u> | 1/5 - <u>7/04</u> | 12/15 - <u>17/03</u> | 12/1 - <u>3/03</u> | 11/18 - <u>20/03</u> |
| 7, very strong economy | 5 | 6 | 5 | 7 | 5 | 5 | 6 |
| 6 | 11 | 11 | 9 | 11 | 10 | 10 | 8 |
| 5 | 28 | 29 | 32 | 30 | 30 | 32 | 27 |
| 4 | 24 | 21 | 21 | 24 | 25 | 25 | 24 |
| 3 | 17 | 16 | 17 | 15 | 16 | 15 | 17 |
| 2 | 6 | 8 | 7 | 6 | 6 | 6 | 8 |
| 1, very weak economy | 8 | 9 | 9 | 6 | 7 | 7 | 9 |
| Not sure | 1 | - | - | 1 | 1 | - | 1 |
| Total 6-7..... | 16 | 17 | 14 | 19 | 15 | 15 | 13 |
| Total 1-3..... | 30 | 33 | 33 | 27 | 28 | 28 | 34 |
| <i>Mean</i> | <i>4.1</i> | <i>4.1</i> | <i>4.1</i> | <i>4.3</i> | <i>4.2</i> | <i>4.2</i> | <i>4.0</i> |
| | 11/4 - <u>6/03</u> | 10/21 - <u>23/03</u> | 10/7 - <u>9/03</u> | 9/16 - <u>18/03</u> | 9/2 - <u>4/03</u> | 8/19 - <u>21/03</u> | 8/5 - <u>8/03</u> |
| | 5 | 4 | 4 | 3 | 4 | 5 | 3 |
| | 9 | 8 | 9 | 9 | 7 | 9 | 8 |
| | 32 | 30 | 29 | 27 | 27 | 27 | 28 |
| | 20 | 23 | 23 | 23 | 24 | 24 | 26 |
| | 16 | 19 | 19 | 19 | 19 | 17 | 20 |
| | 8 | 6 | 8 | 9 | 9 | 8 | 7 |
| | 9 | 9 | 8 | 9 | 9 | 9 | 8 |
| | 1 | 1 | - | 1 | 1 | 1 | - |
| | 14 | 13 | 13 | 12 | 11 | 14 | 11 |
| | 33 | 34 | 35 | 37 | 37 | 34 | 35 |
| | <i>4.1</i> | <i>4.0</i> | <i>4.0</i> | <i>3.9</i> | <i>3.9</i> | <i>4.0</i> | <i>3.9</i> |
| | 4 th Quarter <u>OND 03</u> | 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> | 1 Year Ago 4/1 - <u>3/03</u> |
| | 5 | 4 | 5 | 4 | 5 | 6 | 6 |
| | 9 | 8 | 8 | 8 | 9 | 10 | 10 |
| | 30 | 27 | 29 | 28 | 29 | 31 | 30 |
| | 23 | 24 | 24 | 24 | 24 | 23 | 25 |
| | 17 | 19 | 18 | 19 | 17 | 16 | 17 |
| | 7 | 8 | 7 | 7 | 7 | 5 | 6 |
| | 8 | 9 | 8 | 9 | 8 | 8 | 5 |
| | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| | 14 | 12 | 13 | 12 | 14 | 16 | 15 |
| | 32 | 35 | 33 | 35 | 32 | 29 | 28 |
| | <i>4.1</i> | <i>4.0</i> | <i>4.0</i> | <i>3.9</i> | <i>4.1</i> | <i>4.2</i> | <i>4.2</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 | | | | | | | |
|-----------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------|
| | 4/5 - 7/04 | 3/1 - 3/04 | 2/2 - 4/04 | 1/5 - 7/04 | 12/15 - 17/03 | 12/1 - 3/03 | 11/18 - 20/03 |
| Much stronger..... | 7 | 7 | 6 | 9 | 7 | 8 | 8 |
| Somewhat stronger..... | 23 | 28 | 28 | 30 | 31 | 33 | 28 |
| About the same..... | 56 | 54 | 54 | 52 | 51 | 47 | 51 |
| Somewhat weaker | 10 | 7 | 7 | 5 | 7 | 8 | 8 |
| Much weaker | 3 | 3 | 4 | 3 | 3 | 3 | 4 |
| Not sure | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Total Stronger | 30 | 35 | 34 | 39 | 37 | 41 | 35 |
| Total Weaker | 13 | 11 | 11 | 8 | 10 | 11 | 12 |
| | 11/4 - 6/03 | 10/21 - 23/03 | 10/7 - 9/03 | 9/16 - 18/03 | 9/2 - 4/03 | 8/19 - 21/03 | 8/5 - 8/03 |
| | 8 | 7 | 5 | 7 | 6 | 5 | 5 |
| | 30 | 26 | 27 | 25 | 26 | 25 | 31 |
| | 48 | 54 | 49 | 52 | 52 | 53 | 50 |
| | 8 | 8 | 12 | 11 | 10 | 11 | 9 |
| | 5 | 4 | 5 | 4 | 5 | 5 | 4 |
| | 1 | 1 | 2 | 1 | 1 | 1 | 1 |
| | 38 | 33 | 32 | 32 | 32 | 30 | 36 |
| | 13 | 12 | 17 | 15 | 15 | 16 | 14 |
| | 4 th Quarter OND 03 | 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 | 1 Year Ago 4/1 - 3/03 |
| | 7 | 6 | 7 | 6 | 5 | 6 | 7 |
| | 29 | 27 | 28 | 23 | 24 | 24 | 27 |
| | 50 | 51 | 49 | 48 | 52 | 55 | 47 |
| | 9 | 10 | 10 | 14 | 12 | 10 | 12 |
| | 4 | 5 | 5 | 6 | 5 | 4 | 5 |
| | 1 | 1 | 1 | 3 | 2 | 1 | 2 |
| | 36 | 33 | 35 | 29 | 30 | 30 | 34 |
| | 12 | 15 | 15 | 20 | 17 | 14 | 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 | | | | | | | |
|-----------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------|
| | 4/5 - 7/04 | 3/1 - 3/04 | 2/2 - 4/04 | 1/5 - 7/04 | 12/15 - 17/03 | 12/1 - 3/03 | 11/18 - 20/03 |
| 7, very strong..... | 10 | 13 | 10 | 10 | 10 | 9 | 11 |
| 6..... | 13 | 14 | 14 | 15 | 16 | 15 | 14 |
| 5..... | 28 | 25 | 28 | 30 | 28 | 30 | 30 |
| 4..... | 21 | 20 | 21 | 19 | 19 | 16 | 18 |
| 3..... | 12 | 13 | 10 | 11 | 10 | 12 | 11 |
| 2..... | 6 | 5 | 7 | 5 | 5 | 7 | 5 |
| 1, very weak..... | 8 | 9 | 9 | 9 | 11 | 10 | 9 |
| Not sure..... | 2 | 1 | 1 | 1 | 1 | 1 | 2 |
| Total 6-7..... | 24 | 27 | 24 | 24 | 26 | 25 | 25 |
| Total 1-3..... | 26 | 27 | 26 | 25 | 26 | 28 | 25 |
| <i>Mean</i> | <i>4.4</i> | <i>4.4</i> | <i>4.4</i> | <i>4.4</i> | <i>4.4</i> | <i>4.3</i> | <i>4.4</i> |
| | 11/4 - 6/03 | 10/21 - 23/03 | 10/7 - 9/03 | 9/16 - 18/03 | 9/2 - 4/03 | 8/19 - 21/03 | 8/5 - 8/03 |
| | 10 | 11 | 9 | 11 | 10 | 11 | 10 |
| | 14 | 15 | 13 | 16 | 15 | 15 | 16 |
| | 30 | 29 | 30 | 27 | 29 | 26 | 30 |
| | 19 | 18 | 21 | 19 | 22 | 20 | 17 |
| | 10 | 11 | 11 | 11 | 10 | 11 | 12 |
| | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| | 10 | 10 | 10 | 9 | 8 | 10 | 8 |
| | 2 | 1 | 1 | 2 | 1 | 3 | 2 |
| | 24 | 26 | 22 | 27 | 25 | 25 | 26 |
| | 26 | 26 | 26 | 25 | 24 | 25 | 25 |
| | <i>4.4</i> | <i>4.4</i> | <i>4.3</i> | <i>4.4</i> | <i>4.4</i> | <i>4.4</i> | <i>4.5</i> |
| | 4 th Quarter OND 03 | 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 | 1 Year Ago 4/1 - 3/03 |
| | 10 | 10 | 9 | 9 | 10 | 10 | 9 |
| | 15 | 15 | 15 | 14 | 14 | 15 | 14 |
| | 30 | 28 | 29 | 28 | 31 | 30 | 32 |
| | 18 | 20 | 20 | 20 | 19 | 19 | 18 |
| | 11 | 11 | 11 | 11 | 11 | 11 | 12 |
| | 5 | 5 | 5 | 5 | 4 | 5 | 6 |
| | 10 | 9 | 10 | 11 | 10 | 9 | 8 |
| | 1 | 2 | 1 | 2 | 1 | 1 | 1 |
| | 25 | 25 | 24 | 23 | 24 | 25 | 23 |
| | 26 | 25 | 26 | 26 | 25 | 24 | 25 |
| | <i>4.4</i> | <i>4.4</i> | <i>4.4</i> | <i>4.3</i> | <i>4.4</i> | <i>4.4</i> | <i>4.4</i> |

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>4/5 - 7/04</u> | <u>3/1 - 3/04</u> | <u>2/2 - 4/04</u> | <u>1/5 - 7/04</u> | <u>12/15 - 17/03</u> | <u>12/1 - 3/03</u> | <u>11/18 - 20/03</u> |
| Much stronger..... | 13 | 10 | 12 | 10 | 13 | 10 | 11 |
| Somewhat stronger..... | 29 | 29 | 26 | 28 | 30 | 31 | 27 |
| About the same..... | 49 | 54 | 53 | 54 | 51 | 51 | 53 |
| Somewhat weaker | 6 | 4 | 6 | 5 | 4 | 5 | 5 |
| Much weaker | 2 | 2 | 2 | 2 | 1 | 2 | 3 |
| Not sure | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Total Stronger | 42 | 39 | 38 | 38 | 43 | 41 | 38 |
| Total Weaker | 9 | 6 | 9 | 7 | 6 | 7 | 8 |
| <hr/> | | | | | | | |
| | <u>11/4 - 6/03</u> | <u>10/21 - 23/03</u> | <u>10/7 - 9/03</u> | <u>9/16 - 18/03</u> | <u>9/2 - 4/03</u> | <u>8/19 - 21/03</u> | <u>8/5 - 8/03</u> |
| | 11 | 13 | 11 | 12 | 9 | 11 | 11 |
| | 29 | 26 | 25 | 28 | 29 | 25 | 26 |
| | 51 | 54 | 53 | 51 | 53 | 54 | 54 |
| | 6 | 4 | 8 | 6 | 6 | 6 | 5 |
| | 2 | 2 | 2 | 2 | 2 | 2 | 3 |
| | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| | 40 | 39 | 36 | 40 | 38 | 36 | 37 |
| | 8 | 7 | 10 | 8 | 8 | 8 | 8 |
| <hr/> | | | | | | | |
| | <u>4th Quarter OND 03</u> | <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> | 1 Year Ago 4/1 - 3/03 |
| | 12 | 11 | 12 | 12 | 10 | 11 | 13 |
| | 28 | 27 | 29 | 25 | 29 | 29 | 28 |
| | 52 | 53 | 51 | 51 | 51 | 51 | 48 |
| | 5 | 6 | 5 | 7 | 7 | 6 | 6 |
| | 2 | 2 | 2 | 3 | 2 | 2 | 4 |
| | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| | 40 | 38 | 40 | 37 | 39 | 40 | 41 |
| | 8 | 8 | 8 | 10 | 9 | 8 | 10 |

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

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

| ALL ADULTS | | | | | | | |
|------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|------------------------------|
| | <u>4/5 - 7/04</u> | <u>3/1 - 3/04</u> | <u>2/2 - 4/04</u> | <u>1/5 - 7/04</u> | <u>12/15 - 17/03</u> | <u>12/1 - 3/03</u> | <u>11/18 - 20/03</u> |
| More comfortable..... | 44 | 45 | 42 | 45 | 46 | 44 | 43 |
| Less comfortable | 40 | 37 | 39 | 35 | 36 | 36 | 37 |
| No change (VOL)..... | 16 | 17 | 18 | 19 | 17 | 20 | 19 |
| Not sure | - | 1 | 1 | 1 | 1 | - | 1 |
| | <u>11/4 - 6/03</u> | <u>10/21 - 23/03</u> | <u>10/7 - 9/03</u> | <u>9/16 - 18/03</u> | <u>9/2 - 4/03</u> | <u>8/19 - 21/03</u> | <u>8/5 - 8/03</u> |
| | 43 | 41 | 36 | 44 | 39 | 39 | 43 |
| | 36 | 38 | 42 | 38 | 41 | 40 | 38 |
| | 20 | 20 | 21 | 17 | 19 | 20 | 18 |
| | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| | <u>4th Quarter OND 03</u> | <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>1 Year Ago 4/1 - 3/03</u> |
| | 42 | 41 | 39 | 35 | 38 | 39 | 36 |
| | 38 | 39 | 39 | 42 | 42 | 43 | 38 |
| | 19 | 19 | 21 | 22 | 20 | 17 | 25 |
| | 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 | | | | | | | |
|----------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------|
| | 4/5 - <u>7/04</u> | 3/1 - <u>3/04</u> | 2/2 - <u>4/04</u> | 1/5 - <u>7/04</u> | 12/15 - <u>17/03</u> | 12/1 - <u>3/03</u> | 11/18 - <u>20/03</u> |
| More confident..... | 41 | 45 | 43 | 47 | 44 | 44 | 39 |
| Less confident..... | 45 | 40 | 42 | 38 | 42 | 37 | 44 |
| No change (VOL)..... | 13 | 13 | 13 | 13 | 13 | 17 | 16 |
| Not sure | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| <hr/> | | | | | | | |
| | 11/4 - <u>6/03</u> | 10/21 - <u>23/03</u> | 10/7 - <u>9/03</u> | 9/16 - <u>18/03</u> | 9/2 - <u>4/03</u> | 8/19 - <u>21/03</u> | 8/5 - <u>8/03</u> |
| | 41 | 39 | 35 | 42 | 40 | 36 | 38 |
| | 40 | 44 | 45 | 43 | 45 | 46 | 45 |
| | 16 | 16 | 18 | 14 | 13 | 16 | 16 |
| | 3 | 1 | 2 | 1 | 2 | 2 | 1 |
| <hr/> | | | | | | | |
| | 4 th Quarter <u>OND 03</u> | 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> | 1 Year Ago 4/1 - <u>3/03</u> |
| | 40 | 38 | 38 | 34 | 37 | 39 | 34 |
| | 42 | 45 | 44 | 46 | 46 | 45 | 47 |
| | 16 | 15 | 16 | 17 | 15 | 14 | 18 |
| | 2 | 2 | 2 | 3 | 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 | | | | | | | |
|----------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------|
| | 4/5 - <u>7/04</u> | 3/1 - <u>3/04</u> | 2/2 - <u>4/04</u> | 1/5 - <u>7/04</u> | 12/15 - <u>17/03</u> | 12/1 - <u>3/03</u> | 11/18 - <u>20/03</u> |
| More confident..... | 46 | 48 | 46 | 48 | 48 | 46 | 42 |
| Less confident..... | 39 | 39 | 40 | 34 | 38 | 36 | 41 |
| No change (VOL)..... | 12 | 11 | 12 | 15 | 11 | 16 | 16 |
| Not sure | 3 | 2 | 2 | 3 | 3 | 2 | 1 |
| <hr/> | | | | | | | |
| | 11/4 - <u>6/03</u> | 10/21 - <u>23/03</u> | 10/7 - <u>9/03</u> | 9/16 - <u>18/03</u> | 9/2 - <u>4/03</u> | 8/19 - <u>21/03</u> | 8/5 - <u>8/03</u> |
| | 43 | 45 | 36 | 44 | 41 | 39 | 41 |
| | 39 | 38 | 44 | 42 | 42 | 44 | 41 |
| | 15 | 15 | 18 | 13 | 15 | 15 | 16 |
| | 3 | 2 | 2 | 1 | 2 | 2 | 2 |
| <hr/> | | | | | | | |
| | 4 th Quarter <u>OND 03</u> | 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> | 1 Year Ago 4/1 - <u>3/03</u> |
| | 43 | 41 | 41 | 35 | 35 | 37 | 37 |
| | 40 | 42 | 42 | 45 | 49 | 49 | 42 |
| | 15 | 15 | 15 | 17 | 14 | 12 | 19 |
| | 2 | 2 | 2 | 3 | 2 | 2 | 2 |

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>4/5 -</u> <u>7/04</u> | <u>3/1 -</u> <u>3/04</u> | <u>2/2 -</u> <u>4/04</u> | <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> |
| Yes..... | | 44 | 42 | 42 | 45 | 44 | 43 | 46 |
| No | | 56 | 57 | 57 | 54 | 56 | 56 | 53 |
| Not sure | | - | 1 | 1 | 1 | - | 1 | 1 |
| | | | | | | | | |
| | | <u>11/4 -</u> <u>6/03</u> | <u>10/21 -</u> <u>23/03</u> | <u>10/7 -</u> <u>9/03</u> | <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> |
| | | 43 | 41 | 47 | 44 | 45 | 43 | 45 |
| | | 57 | 59 | 53 | 56 | 55 | 56 | 55 |
| | | - | - | - | - | - | 1 | - |
| | | | | | | | | |
| | | <u>4th</u> <u>Quarter</u> <u>OND 03</u> | <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> | 1 Year Ago <u>4/1 -</u> <u>3/03</u> |
| | | 44 | 45 | 44 | 43 | 44 | 42 | 44 |
| | | 56 | 55 | 56 | 56 | 56 | 58 | 55 |
| | | - | - | - | 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 | | | | | | | |
|-------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|---------------------------------------------|----------------------------------------|
| | 4/5 - <u>7/04</u> | 3/1 - <u>3/04</u> | 2/2 - <u>4/04</u> | 1/5 - <u>7/04</u> | 12/15 - <u>17/03</u> | 12/1 - <u>3/03</u> | 11/18 - <u>20/03</u> |
| Extremely likely | 7 | 6 | 8 | 7 | 7 | 8 | 8 |
| Very likely | 14 | 13 | 12 | 12 | 11 | 13 | 12 |
| Somewhat likely | 30 | 30 | 28 | 29 | 32 | 27 | 29 |
| Not very likely | 30 | 31 | 31 | 33 | 32 | 34 | 32 |
| Not at all likely..... | 17 | 19 | 20 | 17 | 17 | 17 | 18 |
| Not sure | 2 | 1 | 1 | 2 | 1 | 1 | 1 |
| Total Likely | 21 | 19 | 20 | 19 | 18 | 20 | 20 |
| Total Not Likely | 47 | 49 | 51 | 51 | 49 | 51 | 50 |
| <hr/> | | | | | | | |
| | 11/4 - <u>6/03</u> | 10/21 - <u>23/03</u> | 10/7 - <u>9/03</u> | 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 | 7 | 8 | 8 | 8 | 8 | 7 |
| | 12 | 11 | 13 | 14 | 12 | 14 | 13 |
| | 30 | 28 | 33 | 31 | 30 | 32 | 32 |
| | 30 | 33 | 28 | 29 | 31 | 29 | 30 |
| | 19 | 19 | 16 | 17 | 17 | 15 | 17 |
| | 2 | 2 | 2 | 1 | 2 | 2 | 1 |
| | 19 | 18 | 21 | 22 | 20 | 22 | 20 |
| | 49 | 52 | 44 | 46 | 47 | 44 | 47 |
| <hr/> | | | | | | | |
| | 4 th Quarter <u>OND 03</u> | 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> | 1 Year Ago <u>4/1 - 3/03</u> |
| | 7 | 7 | 8 | 9 | 9 | 8 | 8 |
| | 12 | 14 | 12 | 14 | 13 | 12 | 13 |
| | 30 | 32 | 30 | 29 | 30 | 30 | 28 |
| | 31 | 29 | 31 | 28 | 30 | 31 | 32 |
| | 18 | 16 | 17 | 16 | 16 | 18 | 16 |
| | 2 | 2 | 2 | 4 | 2 | 1 | 3 |
| | 20 | 21 | 20 | 22 | 22 | 20 | 21 |
| | 49 | 46 | 48 | 45 | 45 | 48 | 48 |

ELECTION STUDY: REGISTERED VOTERS ONLY

1. Who do you trust to do a better job of protecting the country ...

| | |
|---------------------------------------|----|
| George W. Bush | 53 |
| John Kerry | 37 |
| (DO NOT READ) Both would do well..... | 1 |
| (DO NOT READ) Neither..... | 5 |
| Not sure | 4 |

TERRORISM STUDY: ALL ADULTS

1. Now I will read a list of some stories in the news this past month. As I read each item, tell me if you happened to follow this news story very closely, fairly closely, not too closely or not at all closely.

| | <u>Very Closely</u> | <u>Some- what Closely</u> | <u>Not Too Closely</u> | <u>Not At All Closely</u> | <u>Not Sure</u> | Total Closely | Total Not Closely |
|----------------------------------------------------------------|-------------------------|-----------------------------------|--------------------------------|-----------------------------------|---------------------|--------------------------|----------------------------------|
| News about candidates for the 2004 presidential election | 32 | 40 | 16 | 12 | - | 71 | 28 |
| News about the campaign against terrorism | 44 | 41 | 10 | 5 | - | 85 | 15 |
| The situation in Iraq | 52 | 38 | 7 | 3 | - | 90 | 10 |

2. In response to terrorist attacks, which of the following, if any, have you personally done to try to reduce your risks of becoming a victim of terrorism? Have you...

| | <u>% Saying Yes</u> |
|--------------------------------------------------------------------------------------------|-------------------------|
| Assembled a kit with food, water, batteries, first aid, and other emergency supplies | 28 |
| Avoided crowded public spaces like shopping malls and amusement parks..... | 19 |
| Reported a suspicious person or activity to the police | 9 |

3. How likely is it that a terrorist attack will be carried out in this country between now and the November presidential election? Is it ...

| | |
|------------------------------|-----------|
| Very likely | 20 |
| Somewhat likely | 47 |
| Not too likely..... | 23 |
| Not at all likely | 8 |
| Not sure..... | 2 |
| Total Likely..... | 67 |
| Total Not Likely..... | 31 |

4. How likely is it that terrorists will attack at least one of the political conventions this summer, the Democratic convention in Boston or the Republican convention in New York? Is it ...

| | |
|------------------------------|-----------|
| Very likely | 5 |
| Somewhat likely | 30 |
| Not too likely..... | 42 |
| Not at all likely | 19 |
| Not sure..... | 4 |
| Total Likely..... | 36 |
| Total Not Likely..... | 61 |

5. Occasionally, major events like terrorist attacks can change the way people view themselves, other people, or the world in general. How true are the following statements about you?

THIS TABLE IS RANKED BY THE PERCENTAGE WHO SAY ENTIRELY OR MOSTLY TRUE

| | <u>Entirely True</u> | <u>Mostly True</u> | <u>A Little True</u> | <u>Not At All True</u> | <u>Not Sure</u> | <u>Total True</u> | <u>Total A Little/Not True</u> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------------------|----------------------|------------------------|-----------------|--------------------------|---------------------------------------|
| You feel more pessimistic about the possibility of there ever being peace in the world..... | 16 | 28 | 24 | 30 | 2 | 44 | 54 |
| You feel the cost of fighting terrorism may be too high | 15 | 22 | 21 | 41 | 1 | 37 | 62 |
| You have less faith in government's ability to protect you than you did before..... | 13 | 21 | 26 | 39 | 1 | 34 | 65 |
| You feel that terrorist groups are recruiting new people to their cause so quickly that the United States campaign against terror can't keep up | 12 | 22 | 33 | 32 | 1 | 33 | 65 |
| You feel less safe than you did before the disaster on September 11 | 13 | 19 | 26 | 41 | 1 | 32 | 67 |
| You feel the terrorists might be winning the war on terrorism | 5 | 15 | 30 | 48 | 2 | 20 | 78 |

And now thinking specifically about the situation in Iraq ...

6. Has the military action in Iraq ...

| | AP/ IPSOS POLL | IPSOS GLOBUS POLL |
|---------------------------------------------------------|-------------------------------|----------------------------------|
| | 4/5 - <u>704</u> | 2/13 - <u>21/04</u> |
| Increased the threat of terrorism around the world..... | 49 | 38 |
| Decreased the threat of terrorism around the world... | 28 | 38 |
| Had no effect on the threat of terrorism..... | 21 | 22 |
| Not sure | 2 | 2 |

7. How likely is it that a stable, democratic government will be established in Iraq? Is it ...

| | |
|------------------------------|-----------|
| Very likely | 10 |
| Somewhat likely | 40 |
| Not too likely | 33 |
| Not at all likely | 16 |
| Not sure | 1 |
| Total Likely..... | 50 |
| Total Not Likely..... | 49 |

| |
|---------------------|
| 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 | 31 |
| 35-49 | 31 |
| 50-64 | 22 |
| 65 and over | 15 |
| Refused/not sure | 1 |

D2. Are you employed:

| | |
|-----------------------------|-----------|
| TOTAL EMPLOYED | 66 |
| - Full time..... | 53 |
| - Part time..... | 13 |
| Not employed | 15 |
| Retired..... | 19 |
| 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..... | 9 |
| Clerical or administrative | 6 |
| Sales or services | 8 |
| A skilled trade or technical occupation..... | 12 |
| Blue-collar work or laborer..... | 5 |
| Farming or fishing | 1 |
| Other (VOL) | 6 |
| Refused/not sure | - |
| <i>No answer</i> | 6 |
| Not Employed Full/Part Time (Q.D2) | 34 |

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

| | |
|----------------------------------------------------------------------|----|
| Grade school or some high school | 8 |
| Completed high school | 27 |
| Some college but did not finish..... | 22 |
| Completed a two year college degree | 13 |
| Completed a four year college degree..... | 18 |
| Completed a post-graduate degree such as a Master's or Ph.D. | 12 |
| 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 | 20 |
| 2 | 29 |
| 3 | 19 |
| 4 | 18 |
| 5 | 8 |
| 6 or more | 5 |
| 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 | 41 |
| Under 6..... | 20 |
| 6-12 | 21 |
| 13-17 | 17 |
| NO CHILDREN | 58 |
| Refused/not sure | 1 |

D8. Do you currently own stocks, bonds or mutual funds?

| | |
|------------------------|----|
| Yes | 42 |
| No..... | 47 |
| Refused/not sure | 3 |
| <i>No answer</i> | 8 |

(Q.D9 ASKED ONLY OF THOSE WHO SAY THEY OWN STOCKS, BONDS OR MUTUAL FUNDS IN Q.D8.)

D9. 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..... | 18 |
| 2 times..... | 12 |
| 3 times..... | 7 |
| 4 times..... | 4 |
| 5 to 9 times..... | 6 |
| 10 to 14 times..... | 5 |
| 15 to 19 times..... | 1 |
| 20 to 24 times..... | 1 |
| 25 times or more | 2 |
| Refused/not sure | 5 |
| <i>No answer</i> | - |
| Active Investors (5 times or more)..... | 15 |

D10. Do you own your home, or do you rent?

| | |
|------------------------|----|
| Own | 60 |
| Rent..... | 30 |
| Refused/not sure | 2 |
| <i>No answer</i> | 8 |

D11a. What religion are you? Protestant, Catholic, Jewish, or some other religion?

| | |
|---------------------------------|----|
| Protestant..... | 48 |
| Catholic | 22 |
| Jewish | 1 |
| Some other religion | 8 |
| (DO NOT READ) No religion | 9 |
| Refused/not sure | 3 |
| <i>No answer</i> | 9 |

D11b. Would you describe yourself as either a fundamentalist or born-again Christian, or neither?

| | |
|---------------------------|----|
| Born-again Christian..... | 26 |
| Fundamentalist..... | 6 |
| Neither..... | 58 |
| Refused/not sure | 2 |
| <i>No answer</i> | 8 |

D12. Could you please tell me your household income from all sources in 2003?

| | |
|---------------------------------------|----|
| Under \$15,000..... | 12 |
| \$15,000 to less than \$20,000 | 7 |
| \$20,000 to less than \$25,000 | 7 |
| \$25,000 to less than \$30,000 | 5 |
| \$30,000 to less than \$40,000 | 11 |
| \$40,000 to less than \$50,000 | 9 |
| \$50,000 to less than \$75,000 | 17 |
| \$75,000 to less than \$100,000 | 9 |
| \$100,000 or more | 12 |
| Refused/not sure | 11 |

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 | 80 |
| Black..... | 9 |
| Hispanic..... | 6 |
| Asian..... | 1 |
| American Indian..... | 1 |
| Other..... | 2 |
| Refused | 1 |

REGION:

| | |
|----------------|----|
| Northeast..... | 19 |
| Midwest..... | 23 |
| South..... | 35 |
| West..... | 23 |

METROPOLITAN STATUS:

| | |
|---------------|----|
| Urban..... | 29 |
| Suburban..... | 49 |
| Rural..... | 22 |

GENDER:

| | |
|-------------|----|
| Male..... | 48 |
| Female..... | 52 |