



1101 Connecticut Avenue NW, Suite 200
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Interview dates: September 7-9, 2004
Regular sample interviews: 1,001 adults, 837 registered voters
Regular sample margin of error: ± 3.1 for all adults, ± 3.5 registered voters
With additional interviews, 1,541 adults, 1,286 registered voters
Full sample margin of error: ± 2.5 for all adults, ± 2.7 registered voters

**THE ASSOCIATED PRESS POLL
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NOTE: all results shown are percentages unless otherwise labeled.

REGISTERED VOTERS/PARTY IDENTIFICATION (INCLUDES ADDITIONAL SAMPLE)

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

	ALL ADULTS
Yes.....	78
No	21
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	25
Moderately Republican	24
Definitely Independent/neither	5
Moderately Democrat.....	23
Strongly Democrat	22
Refused/not sure.....	1
Total Republican	49
Total Democrat.....	45

* 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 48% Republican, 45% Democrat. For the respondents asked later in the survey, the results were 50% Republican, 45% Democrat.

POLITICAL STUDY (INCLUDES ADDITIONAL SAMPLE)

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						
		<u>9/7 -</u>	<u>8/3 -</u>	<u>7/5 -</u>	<u>6/7 -</u>	<u>5/3 -</u>	<u>4/5 -</u>	<u>3/1 -</u>
		<u>9/04</u>	<u>5/04</u>	<u>7/04</u>	<u>9/04</u>	<u>5/04</u>	<u>7/04</u>	<u>3/04</u>
Right direction.....		44	39	41	40	38	38	35
Wrong track		52	59	56	56	58	57	60
Not sure		4	2	3	4	4	5	5
		<u>2/2 -</u>	<u>1/5 -</u>	<u>12/15 -</u>	<u>12/1 -</u>	<u>11/18 -</u>	<u>11/4 -</u>	<u>10/21 -</u>
		<u>4/04*</u>	<u>7/04**</u>	<u>17/03**</u>	<u>3/03</u>	<u>20/03</u>	<u>6/03</u>	<u>23/03</u>
		44	49	47	43	38	41	41
		52	46	48	51	56	53	52
		4	5	5	6	6	6	7
		1 st	4 th	3 rd	2 nd	1 st	4 th	1 Year
		Quarter	Quarter	Quarter	Quarter	Quarter	Quarter	Ago
		<u>JFM 04</u>	<u>OND 03</u>	<u>JAS 03</u>	<u>AMJ 03</u>	<u>JFM 03</u>	<u>OND 02</u>	<u>9/2 -</u>
		44	43	41	52	41	43	<u>4/03</u>
		52	51	53	42	50	50	56
		4	6	6	6	9	7	5

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

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											
9/7-9/04.....	27	15	8	1	9	7	33	-	50	49	4.0
8/3-5/04.....	26	14	7	1	8	10	33	1	46	52	3.8
7/5-7/04.....	29	13	7	1	10	9	31	-	49	50	4.0
6/7-9/04.....	23	15	9	2	11	9	30	1	47	50	3.9
5/3-5/04.....	24	13	6	2	13	11	31	-	43	55	3.8
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
1st quarter JFM 04.....	22	15	10	2	11	9	30	1	47	50	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
1 year ago 9/2-4/03.....	19	15	11	2	10	10	31	2	45	51	3.8

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.

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											
9/7-9/04.....	21	15	10	2	8	9	34	1	46	51	3.7
8/3-5/04.....	21	15	9	1	12	8	34	-	45	54	3.7
7/5-7/04.....	20	16	10	1	10	7	36	-	46	52	3.7
6/7-9/04.....	16	14	11	1	13	10	34	1	41	57	3.5
5/3-5/04.....	17	16	8	2	13	9	34	1	42	55	3.6
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
1st quarter JFM 04.....	17	16	12	2	13	8	31	1	45	52	3.7
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 9/2-4/03.....	16	15	14	3	13	9	29	1	45	51	3.7

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	<i>Mean- Rating¹</i>
(ASKED OF HALF THE REGISTERED VOTERS)											
Handling foreign policy issues and the war on terrorism											
9/7-9/04.....	42	8	4	1	10	6	29	-	54	44	4.4
8/3-5/04.....	38	7	6	-	12	7	30	-	51	49	4.2
7/5-7/04.....	37	8	7	1	10	6	31	-	51	48	4.2
6/7-9/04.....	36	8	7	1	15	6	27	-	51	48	4.2
5/3-5/04.....	32	9	10	3	15	6	25	-	50	47	4.2
4/5-7/04.....	38	10	7	1	13	5	26	-	55	43	4.4
(PRIOR TO APRIL 5-7, 2004 - THIS ITEM WAS ASKED OF ALL THE REGISTERED VOTERS)											
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
1st quarter JFM 04.....	37	11	8	1	13	6	23	1	56	43	4.5
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
1 year ago 9/2-4/03.....	36	11	9	2	12	6	23	1	56	40	4.5
(ASKED OF THE OTHER HALF OF THE REGISTERED VOTERS)											
Handling the war on terrorism											
9/7-9/04.....	40	9	6	2	12	5	26	-	55	43	4.5
8/3-5/04.....	34	11	6	1	12	7	29	-	51	48	4.2
4/5-7/04.....	32	10	9	2	12	5	30	-	51	47	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.

LV1. Sometimes things come up and people are not able to vote. In the 2000 election for President, did you happen to vote?

	REGISTERED VOTERS
Voted in 2000	87
Did Not Vote in 2000	12
- Did not live in state/district at the time	1
- Too young to vote at the time	3
- Not registered, too busy, something came up	3
- Other	5
- Not sure why not	-
Not Sure	1

LV2. On November 2nd, the election for President will be held. Using a 1-to-10 scale, where 10 means you are completely certain you will vote and 1 means you are completely certain you will NOT vote, how likely are you to vote in the upcoming presidential election? You can use any number between 1 and 10, to indicate how strongly you feel about your likelihood to vote.

	REGISTERED VOTERS	ALL ADULTS
10, certain to vote	85	66
9.....	6	5
8.....	4	3
7.....	1	1
6.....	1	1
5.....	2	1
4.....	-	-
3.....	-	-
2.....	-	-
1, certain will NOT vote.....	1	1
Not sure	-	-
Not Registered to Vote.....	NA	22
Total Likely To Vote (8-10).....	94	74
Total Less Likely To Vote (1-7)	5	4

LV3. How much interest do you have in following news about the campaign for President, a great deal, quite a bit, only some, very little, or no interest at all?

	ALL ADULTS
A great deal.....	36
Quite a bit.....	31
Only some	20
Very little	7
No interest at all	6
Not sure.....	-
Total Great Deal/Quite a Bit.....	67
TOTAL ONLY SOME OR LESS	33

Likely voters - (73%) Voted in 2000 (Q.LV1) AND rating of 8-10 (Q.LV2), OR; did not vote in 2000 because too young to vote (Q.LV1) AND rating of 8-10, OR; did not vote in 2000 for reason other than too young AND rating of 10.

Most likely voters - (53%) Likely voters who say they have a great deal or quite a bit of interest in following news about the campaign (Q.LV3).

4a. If the election for president and vice president were held today and the candidates were George W. Bush for President and Dick Cheney for Vice President, the Republicans, and John Kerry for President and John Edwards for Vice President, the Democrats, and Ralph Nader for President and Peter Camejo for Vice President, the Independents, for whom would you vote? (IF UNDECIDED/ NONE/NOT SURE, ASK:) Do you lean more toward...?

	REGISTERED VOTERS				LIKELY VOTERS
	9/7 - 9/04	8/3 - 5/04	7/6 - 7/04	6/7 - 9/04 ¹	9/7 - 9/04
Bush-Cheney, the Republicans	50	44	49	44	51
Undecided, lean Bush-Cheney	1	2	1	1	1
Kerry-Edwards, the Democrats.....	42	45	46	46	42
Undecided, lean Kerry-Edwards	1	2	-	1	1
Nader-Camejo, the Independents.....	2	3	2	6	2
Undecided, lean Nader-Camejo	-	1	-	-	-
(NOT READ) None/other candidate	2	2	1	1	2
Not sure	2	1	1	1	1
Total Would Vote/Lean Bush-Cheney	51	45	50	44	52
Total Would Vote/Lean Kerry-Edwards..	43	48	46	47	43
Total Would Vote/Lean Nader-Camejo...	2	3	2	6	2

¹In June, the question did not mention Peter Camejo.

(ASKED ONLY OF THOSE WHO SELECT A CANDIDATE IN Q.4a.)

4b-c. In November, will you definitely vote for those candidates, probably vote for those candidates, or do you think you could change your mind before the election in November?

	WOULD VOTE FOR BUSH-CHENEY			WOULD VOTE FOR KERRY-EDWARDS		
	9/7 - 9/04	8/3 - 5/04	7/6 - 7/04	9/7 - 9/04	8/3 - 5/04	7/6 - 7/04
Definitely will vote for candidates	74	72	68	72	68	59
Probably will vote for candidates.....	19	18	20	19	22	27
Could change mind	7	9	11	9	9	14
Not sure	-	1	1	-	1	-

<i>BUSH-CHENEY VS. KERRY-EDWARDS: HIERARCHICAL VOTE WITH "LEANERS"</i>					
	REGISTERED VOTERS				LIKELY VOTERS
	9/7 - 9/04	8/3 - 5/04	7/6 - 7/04	6/7 - 9/04 ¹	9/7 - 9/04
Strong Bush-Cheney.....	37	32	34	34	39
Weak Bush-Cheney	14	14	16	10	13
TOTAL BUSH-CHENEY	51	45	50	44	52
Strong Kerry-Edwards.....	30	31	27	27	31
Weak Kerry-Edwards	13	17	19	20	12
TOTAL KERRY-EDWARDS.....	43	48	46	47	43
Nader-Camejo.....	2	3	2	6	2
Undecided/other.....	4	3	2	1	3

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							LIKELY VOTERS
	<u>9/7 -</u> <u>9/04</u>	<u>8/3 -</u> <u>5/04</u>	<u>7/5 -</u> <u>7/04</u>	<u>6/7 -</u> <u>9/04</u>	<u>5/3 -</u> <u>5/04</u>	<u>4/5 -</u> <u>7/04</u>	<u>3/1 -</u> <u>3/04</u>	<u>9/7 -</u> <u>9/04</u>
Republicans	47	44	43	42	41	43	43	48
Democrats.....	45	48	47	47	50	46	44	44
Neither (VOL).....	5	6	6	7	6	8	8	5
Not sure.....	3	2	4	4	3	3	5	3
	<u>2/2 -</u> <u>4/04</u>	<u>1/5 -</u> <u>7/04</u>	<u>12/1 -</u> <u>3/03</u>	<u>10/21 -</u> <u>23/03</u>	<u>8/19 -</u> <u>21/03</u>	<u>8/5 -</u> <u>8/03</u>	<u>6/17 -</u> <u>19/03</u>	
	41	44	42	44	40	40	40	
	44	42	44	44	45	44	47	
	11	9	10	8	9	12	10	
	4	5	4	4	6	4	3	
	<u>1st</u> <u>Quarter</u> <u>JFM 04</u>	<u>4th</u> <u>Quarter</u> <u>OND 03¹</u>	<u>2nd</u> <u>Quarter</u> <u>AMJ 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>9/2 -</u> <u>4/03</u>	
	43	43	44	43	43	44	NA	
	43	45	43	45	44	40	NA	
	10	8	9	8	9	12	NA	
	4	4	4	4	4	4	NA	

NOTE: Prior to May 3-5, 2004, this question was asked after Q.3 and before the Q.4 series.

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

CANDIDATE QUALITIES STUDY (REGULAR SAMPLE ONLY)

CQ1. Which is more important to you in choosing a candidate for president:

	REGISTERED VOTERS
Their personal qualities such as experience and leadership ability	43
Their positions on specific issues	55
Not sure.....	2

CQ2. I'm going to read you a list of ISSUES and I'm going to read the list twice. Please tell me which ONE issue is MOST important to you in deciding how you will vote for president in November.

	REGISTERED VOTERS	
	<u>9/7- 9/04</u>	<u>3/19- 21/04</u>
The economy and jobs.....	30	35
National security	30	22
The war in Iraq.....	17	11
Health care	13	16
Education.....	5	8
Taxes	3	5
(NOT READ) Other	1	2
Not sure	1	1

CQ3. Now I'm going to read you a list of words that could describe the personal qualities of a candidate, and I'm going to read the list twice. Please tell me which ONE quality is MOST important as you decide how you will vote for president in November. Is it that he is...

	REGISTERED VOTERS
Honest.....	38
Intelligent.....	23
Decisive.....	21
Strong.....	13
Likeable.....	2
Stubborn.....	1
(NOT READ) Other	1
Not sure.....	1

CQ4. Now I'm going to read you some words that might be used to describe a person. As I read each word, please tell me whether you think the word describes George W. Bush, or not. Now, please tell me whether you think the following words describe John Kerry, or not.

	REGISTERED VOTERS		
	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
Likeable			
George W. Bush			
9/7-9/04.....	70	30	-
8/3-5/04.....	67	32	1
7/5-7/04.....	66	33	1
John Kerry			
9/7-9/04.....	60	39	1
8/3-5/04.....	67	32	1
7/5-7/04.....	62	36	2
Intelligent			
George W. Bush			
9/7-9/04.....	63	36	1
8/3-5/04.....	63	37	-
7/5-7/04.....	63	36	1
John Kerry			
9/7-9/04.....	84	15	1
8/3-5/04.....	86	13	1
7/5-7/04.....	83	14	3
Decisive			
George W. Bush			
9/7-9/04.....	75	24	1
8/3-5/04.....	68	30	2
7/5-7/04.....	67	31	2
John Kerry			
9/7-9/04.....	37	61	2
8/3-5/04.....	46	50	4
7/5-7/04.....	45	49	6

CQ4. cont.	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
Honest			
George W. Bush			
9/7-9/04.....	56	43	1
8/3-5/04.....	53	45	2
7/5-7/04.....	53	46	1
John Kerry			
9/7-9/04.....	54	44	2
8/3-5/04.....	60	37	3
7/5-7/04.....	53	40	7
Stubborn			
George W. Bush			
9/7-9/04.....	75	24	1
8/3-5/04.....	76	22	2
John Kerry			
9/7-9/04.....	39	57	4
8/3-5/04.....	43	50	7
Strong			
George W. Bush			
9/7-9/04.....	73	27	-
8/3-5/04.....	70	29	1
John Kerry			
9/7-9/04.....	54	44	2
8/3-5/04.....	59	39	2

CQ5. In general, if you had to choose, which of the following issues would be more important to you in deciding how you will vote for president...

	REGISTERED VOTERS
Protecting the country	64
Creating jobs	31
(NOT READ) Both equally.....	4
Not sure.....	1

CQ6a. Who do you think will be BETTER at creating jobs?

	REGISTERED VOTERS		
	9/7- <u>9/04</u>	8/3- <u>5/04</u>	3/19- <u>21/04</u>
George W. Bush	44	39	37
John Kerry	50	55	53
(NOT READ) Both would do well	1	1	1
(NOT READ) Neither	3	3	6
Not sure	2	2	3

CQ6b. Who do you trust to do a better job of protecting the country?

	REGISTERED VOTERS			
	9/7- <u>9/04</u>	8/3- <u>5/04</u>	4/5- <u>7/04</u>	3/19- <u>21/04</u>
George W. Bush	59	52	53	58
John Kerry	36	43	37	35
(NOT READ) Both would do well	1	1	1	1
(NOT READ) Neither	2	3	5	4
Not sure	2	1	4	2

CQ7. Does George W. Bush/ John Kerry share your VALUES, or not?

	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
George W. Bush.....	57	41	2
John Kerry.....	47	49	4

ECONOMIC STUDY (REGULAR SAMPLE ONLY)

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

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							
	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04
7, very strong.....	13	11	8	10	10	10	13
6.....	14	17	15	15	15	13	14
5.....	29	29	29	28	29	28	25
4.....	19	18	16	18	19	21	20
3.....	10	10	14	13	11	12	13
2.....	4	4	6	6	5	6	5
1, very weak.....	10	10	11	9	9	8	9
Not sure.....	1	1	1	1	2	2	1
Total 6-7.....	27	29	23	25	26	24	27
Total 1-3.....	24	23	30	28	25	26	27
<i>Mean</i>	<i>4.5</i>	<i>4.5</i>	<i>4.3</i>	<i>4.4</i>	<i>4.4</i>	<i>4.4</i>	<i>4.4</i>
	2/2 - 4/04	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	10	10	9	11	10	11
	14	15	16	15	14	14	15
	28	30	28	30	30	30	29
	21	19	19	16	18	19	18
	10	11	10	12	11	10	11
	7	5	5	7	5	5	5
	9	9	11	10	9	10	10
	1	1	1	1	2	2	1
	24	24	26	25	25	24	26
	26	25	26	28	25	26	26
	<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>
	1 st Quarter JFM 04	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	1 Year Ago 9/2 - 4/03
	11	10	10	9	9	10	10
	14	15	15	15	14	14	15
	28	30	28	29	28	31	29
	20	18	20	20	20	19	22
	11	11	11	11	11	11	10
	6	5	5	5	5	4	5
	9	10	9	10	11	10	8
	1	1	2	1	2	1	1
	25	25	25	24	23	24	25
	26	26	25	26	26	25	24
	<i>4.4</i>	<i>4.4</i>	<i>4.4</i>	<i>4.4</i>	<i>4.3</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							
	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04
Much stronger.....	11	12	10	11	12	13	10
Somewhat stronger.....	30	28	27	29	25	29	29
About the same.....	52	53	54	52	53	49	54
Somewhat weaker	4	4	6	5	7	6	4
Much weaker	2	2	2	2	2	2	2
Not sure	1	1	1	1	1	1	1
Total Stronger	41	40	36	40	37	42	39
Total Weaker	7	6	9	7	9	9	6
	2/2 - 4/04	1/5 - 7/04	12/15 - 17/03	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03	10/21 - 23/03
	12	10	13	10	11	11	13
	26	28	30	31	27	29	26
	53	54	51	51	53	51	54
	6	5	4	5	5	6	4
	2	2	1	2	3	2	2
	1	1	1	1	1	1	1
	38	38	43	41	38	40	39
	9	7	6	7	8	8	7
	1 st Quarter JFM 04	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	1 Year Ago 9/2 - 4/03
	11	12	11	12	12	10	9
	27	28	27	29	25	29	29
	54	52	53	51	51	51	53
	5	5	6	5	7	7	6
	2	2	2	2	3	2	2
	1	1	1	1	2	1	1
	38	40	38	40	37	39	38
	7	8	8	8	10	9	8

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>9/7 - 9/04</u>	<u>8/2 - 4/04</u>	<u>7/5 - 7/04</u>	<u>6/7 - 9/04</u>	<u>5/3 - 5/04</u>	<u>4/5 - 7/04</u>	<u>3/1 - 3/04</u>
More comfortable.....	40	41	40	38	38	38	40
Less comfortable	44	42	44	46	43	44	41
No change (VOL).....	15	16	14	15	18	17	17
Not sure	1	1	2	1	1	1	2
	<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>	<u>11/4 - 6/03</u>	<u>10/21 - 23/03</u>
	36	38	38	37	34	37	34
	44	40	42	40	45	41	44
	19	20	19	22	19	21	21
	1	2	1	1	2	1	1
	<u>1st Quarter JFM 04</u>	<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>	1 Year Ago <u>9/2 - 4/03</u>
	38	35	35	34	29	32	33
	42	43	44	45	48	48	46
	18	21	20	20	21	19	20
	2	1	1	1	2	1	1

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

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

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						
		9/7 - <u>9/04</u>	8/2 - <u>4/04</u>	7/5 - <u>7/04</u>	6/7 - <u>9/04</u>	5/3 - <u>5/04</u>	4/5 - <u>7/04</u>	3/1 - <u>3/04</u>
More confident.....		51	50	47	45	45	46	48
Less confident.....		38	38	39	41	40	39	39
No change (VOL).....		10	11	12	12	13	12	11
Not sure		1	1	2	2	2	3	2
<hr/>								
		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>	11/4 - <u>6/03</u>	10/21 - <u>23/03</u>
		46	48	48	46	42	43	45
		40	34	38	36	41	39	38
		12	15	11	16	16	15	15
		2	3	3	2	1	3	2
<hr/>								
		1 st Quarter <u>JFM 04</u>	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>	1 Year Ago 9/2 - 4/03
		47	43	41	41	35	35	41
		37	40	42	42	45	49	42
		13	15	15	15	17	14	15
		3	2	2	2	3	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>9/7 -</u>	<u>8/2 -</u>	<u>7/5 -</u>	<u>6/7 -</u>	<u>5/3 -</u>	<u>4/5 -</u>	<u>3/1 -</u>
		<u>9/04</u>	<u>4/04</u>	<u>7/04</u>	<u>9/04</u>	<u>5/04</u>	<u>7/04</u>	<u>3/04</u>
Yes.....		39	40	41	39	39	44	42
No		61	60	58	60	61	56	57
Not sure		-	-	1	1	-	-	1
		<u>2/2 -</u>	<u>1/5 -</u>	<u>12/15 -</u>	<u>12/1 -</u>	<u>11/18 -</u>	<u>11/4 -</u>	<u>10/21 -</u>
		<u>4/04</u>	<u>7/04</u>	<u>17/03</u>	<u>3/03</u>	<u>20/03</u>	<u>6/03</u>	<u>23/03</u>
		42	45	44	43	46	43	41
		57	54	56	56	53	57	59
		1	1	-	1	1	-	-
		<u>1st</u>	<u>4th</u>	<u>3rd</u>	<u>2nd</u>	<u>1st</u>	<u>4th</u>	1 Year
		<u>Quarter</u>	<u>Quarter</u>	<u>Quarter</u>	<u>Quarter</u>	<u>Quarter</u>	<u>Quarter</u>	Ago
		<u>JFM 04</u>	<u>OND 03</u>	<u>JAS 03</u>	<u>AMJ 03</u>	<u>JFM 03</u>	<u>OND 02</u>	<u>9/2 -</u>
		43	44	45	44	43	44	45
		56	56	55	56	56	56	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							
	9/7 - <u>9/04</u>	8/2 - <u>4/04</u>	7/5 - <u>7/04</u>	6/7 - <u>9/04</u>	5/3 - <u>5/04</u>	4/5 - <u>7/04</u>	3/1 - <u>3/04</u>
Extremely likely	7	6	6	8	8	7	6
Very likely	9	12	11	10	13	14	13
Somewhat likely	28	30	28	29	31	30	30
Not very likely	33	33	34	31	29	30	31
Not at all likely.....	22	18	20	21	18	17	19
Not sure	1	1	1	1	1	2	1
Total Likely	15	18	17	18	20	21	19
Total Not Likely	56	51	53	52	47	47	49
<hr/>							
	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>	11/4 - <u>6/03</u>	10/21 - <u>23/03</u>
	8	7	7	8	8	7	7
	12	12	11	13	12	12	11
	28	29	32	27	29	30	28
	31	33	32	34	32	30	33
	20	17	17	17	18	19	19
	1	2	1	1	1	2	2
	20	19	18	20	20	19	18
	51	51	49	51	50	49	52
<hr/>							
	1 st Quarter <u>JFM 04</u>	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>	1 Year Ago 9/2 - <u>4/03</u>
	7	7	7	8	9	9	8
	12	12	14	12	14	13	12
	29	30	32	30	29	30	30
	32	31	29	31	28	30	31
	19	18	16	17	16	16	17
	1	2	2	2	4	2	2
	19	20	21	20	22	22	20
	50	49	46	48	45	45	47

POLITICAL STUDY continued (INCLUDES ADDITIONAL SAMPLE)

LV4. Generally speaking, do you consider yourself a liberal, moderate, or conservative?

	ALL ADULTS
Liberal	23
Moderate	36
Conservative	38
Not sure	3

DEMOGRAPHICS (INCLUDES ADDITIONAL SAMPLE)
--

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	29
50-64	23
65 and over	17
Refused/not sure	-

D2. Are you employed:

TOTAL EMPLOYED	63
- Full time.....	50
- Part time.....	13
Not employed	15
Retired.....	21
Refused/not sure	1

(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	17
Senior executive or manager.....	7
Clerical or administrative	7
Sales or services	9
A skilled trade or technical occupation.....	12
Blue-collar work or laborer.....	5
Farming or fishing	1
Other (VOL)	5
Refused/not sure	-
Not Employed Full/Part Time (Q.D2)	37

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

Grade school or some high school	7
Completed high school	23
Some college but did not finish.....	23
Completed a two year college degree	12
Completed a four year college degree.....	22
Completed a post-graduate degree such as a Master's or Ph.D.	13
Refused/not sure	-

D5. Are you currently married?

Yes	58
No.....	42
Refused/not sure	-

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

1	19
2	32
3	21
4	15
5	9
6 or more	4
Refused/not sure	-

(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	18
13-17	15
NO CHILDREN	61
Refused/not sure	1

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

Yes	55
No.....	44
Refused/not sure	1

(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.....	38
1 time.....	22
2 times.....	12
3 times.....	8
4 times.....	5
5 to 9 times.....	6
10 to 14 times.....	3
15 to 19 times.....	1
20 to 24 times.....	-
25 times or more	2
Refused/not sure	3
<hr/>	
Active Investors (5 times or more).....	13

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

Own	70
Rent.....	28
Refused/not sure	2

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

Protestant.....	53
Catholic	23
Jewish	2
Some other religion	11
(NOT READ) No religion	9
Refused/not sure	2

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

Born-again Christian.....	25
Evangelical	6
Neither.....	66
Refused/not sure	3

D12. Are you:

	<u>Yes</u>	<u>No</u>	<u>Refused/ Not Sure</u>
A gun owner	33	67	-
Someone who attends religious services once a week or more.....	47	52	1
On active military duty or living in a household with someone on active duty	4	96	-
A military veteran or living in a household with a military veteran.....	25	75	-

D13a. Are you of Hispanic ethnicity?

(Q.D13b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D13a.)

D13b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	80
Black.....	8
Hispanic.....	6
Asian.....	2
American Indian.....	1
Other.....	2
Refused	1

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	8
\$25,000 to less than \$30,000	4
\$30,000 to less than \$40,000	10
\$40,000 to less than \$50,000	10
\$50,000 to less than \$75,000	17
\$75,000 to less than \$100,000	9
\$100,000 or more	13
Refused/not sure	10

REGION:

Northeast.....	20
Midwest	23
South	36
West	21

METROPOLITAN STATUS:

Urban.....	28
Suburban.....	48
Rural.....	24

GENDER:

Male	48
Female	52