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Interview dates: March 1-3, 2004
 Interviews: 1,000 adults, 771 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: MARCH 4, 2004
 PROJECT #81-4568-43**

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 | | | | | | |
|----------------------|--|--|----------------|-----------------|--------------------|----------------|------------------|----------------|
| | | 3/1 - 3/04 | 2/2 - 4/04* | 1/5 - 7/04** | 12/15 - 17/03** | 12/1 - 3/03 | 11/18 - 20/03 | 11/4 - 6/03 |
| Right direction..... | | 35 | 44 | 49 | 47 | 43 | 38 | 41 |
| Wrong track..... | | 60 | 52 | 46 | 48 | 51 | 56 | 53 |
| Not sure..... | | 5 | 4 | 5 | 5 | 6 | 6 | 6 |
| | | 10/21 - 10/7 - 9/16 - 9/2 - 8/19 - 8/5 - 7/22 - 23/03 9/03 18/03 4/03 21/03 8/03 24/03 | | | | | | |
| | | 41 | 39 | 37 | 39 | 39 | 42 | 40 |
| | | 52 | 54 | 57 | 56 | 53 | 52 | 54 |
| | | 7 | 7 | 6 | 5 | 8 | 6 | 6 |
| | | 3 rd 2 nd 1 st 4 th 3 rd 2 nd Quarter Quarter Quarter Quarter Quarter Quarter | | | | | | 1 Year Ago |
| | | JAS 03 | AMJ 03 | JFM 03 | OND 02 | JAS 02 | AMJ 02 | 3/4 - 6/03 |
| | | 41 | 52 | 41 | 43 | 46 | 54 | 34 |
| | | 53 | 42 | 50 | 50 | 48 | 39 | 54 |
| | | 6 | 6 | 9 | 7 | 6 | 7 | 12 |

* 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 | | | | | | | |
|---------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------|
| | 3/1 - 3/04 | 2/2 - 4/04 | 1/5 - 7/04 | 12/15 - 17/03 | 12/1 - 3/03 | 11/18 - 20/03 | 11/4 - 6/03 |
| Strongly approve..... | 28 | 27 | 33 | 38 | 30 | 29 | 29 |
| Somewhat approve..... | 10 | 10 | 11 | 11 | 12 | 9 | 12 |
| Lean toward approval..... | 10 | 9 | 12 | 10 | 10 | 12 | 12 |
| Still have mixed feelings..... | 3 | 4 | 1 | 2 | 3 | 3 | 2 |
| Lean toward disapproval..... | 16 | 16 | 15 | 14 | 13 | 14 | 12 |
| Somewhat disapprove..... | 4 | 5 | 5 | 4 | 7 | 6 | 5 |
| Strongly disapprove..... | 29 | 29 | 22 | 21 | 25 | 27 | 28 |
| Not sure..... | - | - | 1 | - | - | - | - |
| Total Approve..... | 48 | 47 | 56 | 59 | 53 | 50 | 52 |
| Total Disapprove..... | 49 | 50 | 42 | 39 | 44 | 47 | 46 |
| <i>Mean Rating</i> ¹ | 4.0 | 4.0 | 4.4 | 4.6 | 4.2 | 4.1 | 4.1 |
| | 10/21 - 23/03 | 10/7 - 9/03 | 9/16 - 18/03 | 9/2 - 4/03 | 8/19 - 21/03 | 8/5 - 8/03 | 7/22 - 24/03 |
| | 28 | 27 | 30 | 26 | 32 | 33 | 32 |
| | 13 | 13 | 16 | 14 | 14 | 16 | 13 |
| | 13 | 11 | 9 | 12 | 10 | 9 | 9 |
| | 2 | 3 | 2 | 2 | 3 | 3 | 1 |
| | 13 | 13 | 15 | 14 | 13 | 13 | 13 |
| | 7 | 7 | 5 | 6 | 5 | 4 | 6 |
| | 23 | 26 | 23 | 25 | 22 | 21 | 25 |
| | 1 | - | - | 1 | 1 | 1 | 1 |
| | 55 | 51 | 55 | 52 | 56 | 58 | 54 |
| | 43 | 46 | 43 | 45 | 40 | 38 | 44 |
| | 4.3 | 4.1 | 4.4 | 4.2 | 4.4 | 4.6 | 4.3 |
| | 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 3/4 - 6/03 |
| | 31 | 39 | 34 | 35 | 34 | 41 | 31 |
| | 15 | 12 | 13 | 15 | 16 | 19 | 13 |
| | 10 | 11 | 10 | 12 | 15 | 13 | 7 |
| | 2 | 2 | 4 | 2 | 2 | 2 | 6 |
| | 14 | 13 | 13 | 14 | 14 | 12 | 13 |
| | 5 | 4 | 5 | 5 | 5 | 4 | 6 |
| | 22 | 18 | 20 | 17 | 13 | 9 | 24 |
| | 1 | 1 | 1 | - | 1 | - | - |
| | 56 | 62 | 56 | 63 | 65 | 73 | 51 |
| | 41 | 35 | 39 | 35 | 32 | 25 | 43 |
| | 4.4 | 4.8 | 4.5 | 4.8 | 4.9 | 5.3 | 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.

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 | Mean- Rating ¹ |
| Handling the economy | | | | | | | | | | | |
| 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 |
| 7/22-24/03..... | 19 | 15 | 11 | 1 | 12 | 9 | 32 | 1 | 45 | 53 | 3.7 |
| 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 |
| 2 nd quarter AMJ 02..... | 27 | 23 | 12 | 2 | 12 | 8 | 15 | 1 | 63 | 34 | 4.7 |
| 1 year ago 3/4-6/03..... | 18 | 16 | 9 | 4 | 9 | 12 | 30 | 2 | 43 | 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.

| 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 | | | | | | | | | | | |
| 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 |
| 7/22-24/03..... | 17 | 18 | 12 | 2 | 13 | 9 | 29 | - | 47 | 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 |
| 2 nd quarter AMJ 02..... | 22 | 20 | 14 | 3 | 13 | 8 | 19 | 1 | 56 | 40 | 4.4 |
| 1 year ago 3/4-6/03..... | 18 | 15 | 11 | 5 | 11 | 10 | 28 | 2 | 44 | 49 | 3.8 |
| 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 |
| 7/22-24/03..... | 39 | 11 | 7 | 1 | 12 | 8 | 22 | - | 57 | 41 | 4.5 |
| 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 |
| 2 nd quarter AMJ 02..... | 47 | 16 | 11 | 2 | 10 | 4 | 9 | 1 | 74 | 23 | 5.4 |
| 1 year ago 3/4-6/03..... | 40 | 9 | 6 | 5 | 9 | 6 | 23 | 2 | 55 | 38 | 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.

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

| REGISTERED VOTERS | | | | | | | |
|--|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|--|
| | <u>3/1 - 3/04</u> | <u>2/2 - 4/04</u> | <u>1/5 - 7/04</u> | <u>12/15 - 4/03</u> | <u>12/1 - 3/03</u> | <u>11/18 - 20/03</u> | <u>11/4 - 6/03</u> |
| Definitely vote to reelect Bush as President..... | 40 | 37 | 41 | 45 | 41 | 37 | 39 |
| Consider voting for someone else | 16 | 18 | 24 | 21 | 20 | 25 | 24 |
| Definitely vote for someone else | 42 | 43 | 33 | 31 | 36 | 37 | 35 |
| Not sure | 2 | 2 | 2 | 3 | 3 | 1 | 2 |
| <hr/> | | | | | | | |
| | <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> | <u>7/22 - 24/03</u> |
| | 40 | 36 | 41 | 38 | 40 | 44 | 40 |
| | 24 | 26 | 22 | 24 | 25 | 21 | 23 |
| | 33 | 35 | 35 | 36 | 32 | 32 | 35 |
| | 3 | 3 | 2 | 2 | 3 | 3 | 2 |
| <hr/> | | | | | | | |
| | <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>3/4 - 6/03</u> |
| | 41 | 44 | 41 | 44 | 42 | 50 | 38 |
| | 24 | 23 | 23 | 25 | 29 | 25 | 22 |
| | 33 | 30 | 33 | 28 | 26 | 22 | 37 |
| | 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>3/1 - 3/04</u> | <u>2/2 - 4/04</u> | <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> |
| Republicans..... | 43 | 41 | 44 | 42 | 44 | 40 | 40 |
| Democrats | 44 | 44 | 42 | 44 | 44 | 45 | 44 |
| Neither (VOL)..... | 8 | 11 | 9 | 10 | 8 | 9 | 12 |
| Not sure | 5 | 4 | 5 | 4 | 4 | 6 | 4 |
| <hr/> | | | | | | | |
| | <u>6/17- 19/03</u> | <u>6/3 - 5/03</u> | <u>4/15 - 17/03</u> | <u>4/1 - 3/03</u> | <u>3/18- 20/03</u> | <u>3/4 - 6/03</u> | |
| | 40 | 42 | 47 | 47 | 44 | 39 | |
| | 47 | 42 | 39 | 41 | 41 | 43 | |
| | 10 | 10 | 10 | 8 | 11 | 12 | |
| | 3 | 6 | 4 | 4 | 4 | 6 | |
| <hr/> | | | | | | | |
| | <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> | 1 Year Ago <u>3/4 - 6/03</u> | |
| | 44 | 43 | 43 | 44 | 43 | 39 | |
| | 43 | 45 | 44 | 40 | 41 | 43 | |
| | 9 | 8 | 9 | 12 | 12 | 12 | |
| | 4 | 4 | 4 | 4 | 4 | 6 | |

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

| | REGISTERED VOTERS |
|---|------------------------------|
| George W. Bush, the Republican | 44 |
| Undecided, lean Bush | 1 |
| John Edwards, the Democrat | 41 |
| Undecided, lean Edwards..... | 3 |
| Ralph Nader, the Independent | 6 |
| Undecided, lean Nader..... | 1 |
| (DO NOT READ) None..... | 2 |
| Not sure..... | 2 |
| <hr/> | |
| Total Would Vote/Lean Bush..... | 46 |
| Total Would Vote/Lean Edwards..... | 44 |
| Total Would Vote/Lean Nader..... | 7 |

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

6b. Are you certain to vote for that candidate, or is there a chance you might change your mind?

| | BUSH VOTERS | EDWARDS VOTERS |
|------------------------|------------------------|---------------------------|
| Certain..... | 82 | 53 |
| Might change mind..... | 18 | 46 |
| Not sure..... | - | 1 |

| REGISTERED VOTERS | |
|---|-----------|
| <i>BUSH VS. EDWARDS: HIERARCHICAL VOTE WITH "LEANERS"</i> | |
| Strong Edwards | 22 |
| Weak Edwards..... | 22 |
| TOTAL EDWARDS | 44 |
| Strong Bush..... | 36 |
| Weak Bush | 9 |
| TOTAL BUSH..... | 46 |
| Nader | 7 |
| Undecided/other | 4 |

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

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

6d. Are you certain to vote for that candidate, or is there a chance you might change your mind?

| | BUSH VOTERS | | KERRY VOTERS | |
|-------------------------|--------------------|--------------------|---------------------|--------------------|
| | <i>3/1-</i> | <i>1/5-</i> | <i>3/1-</i> | <i>1/5-</i> |
| | <u><i>3/04</i></u> | <u><i>7/04</i></u> | <u><i>3/04</i></u> | <u><i>7/04</i></u> |
| Certain | 82 | 62 | 65 | 37 |
| Might change mind | 18 | 37 | 34 | 60 |
| Not sure | - | 1 | 1 | 3 |

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

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>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> | <u>11/4 - 6/03</u> |
| 7, very strong economy | 6 | 5 | 7 | 5 | 5 | 6 | 5 |
| 6 | 11 | 9 | 11 | 10 | 10 | 8 | 9 |
| 5 | 29 | 32 | 30 | 30 | 32 | 27 | 32 |
| 4 | 21 | 21 | 24 | 25 | 25 | 24 | 20 |
| 3 | 16 | 17 | 15 | 16 | 15 | 17 | 16 |
| 2 | 8 | 7 | 6 | 6 | 6 | 8 | 8 |
| 1, very weak economy | 9 | 9 | 6 | 7 | 7 | 9 | 9 |
| Not sure | - | - | 1 | 1 | - | 1 | 1 |
| Total 6-7..... | 17 | 14 | 19 | 15 | 15 | 13 | 14 |
| Total 1-3..... | 33 | 33 | 27 | 28 | 28 | 34 | 33 |
| <i>Mean</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> | <i>4.1</i> |
| | <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> | <u>7/22 - 24/03</u> |
| | 4 | 4 | 3 | 4 | 5 | 3 | 5 |
| | 8 | 9 | 9 | 7 | 9 | 8 | 7 |
| | 30 | 29 | 27 | 27 | 27 | 28 | 26 |
| | 23 | 23 | 23 | 24 | 24 | 26 | 23 |
| | 19 | 19 | 19 | 19 | 17 | 20 | 19 |
| | 6 | 8 | 9 | 9 | 8 | 7 | 10 |
| | 9 | 8 | 9 | 9 | 9 | 8 | 9 |
| | 1 | - | 1 | 1 | 1 | - | 1 |
| | 13 | 13 | 12 | 11 | 14 | 11 | 12 |
| | 34 | 35 | 37 | 37 | 34 | 35 | 38 |
| | <i>4.0</i> | <i>4.0</i> | <i>3.9</i> | <i>3.9</i> | <i>4.0</i> | <i>3.9</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> | 1 Year Ago <u>3/4 - 6/03</u> |
| | 4 | 5 | 4 | 5 | 6 | 6 | 3 |
| | 8 | 8 | 8 | 9 | 10 | 11 | 7 |
| | 27 | 29 | 28 | 29 | 31 | 34 | 25 |
| | 24 | 24 | 24 | 24 | 23 | 23 | 24 |
| | 19 | 18 | 19 | 17 | 16 | 14 | 21 |
| | 8 | 7 | 7 | 7 | 5 | 5 | 9 |
| | 9 | 8 | 9 | 8 | 8 | 6 | 10 |
| | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| | 12 | 13 | 12 | 14 | 16 | 16 | 11 |
| | 35 | 33 | 35 | 32 | 29 | 26 | 39 |
| | <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>3.8</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 | | | | | | | |
|-----------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------|
| | 3/1 - 3/04 | 2/2 - 4/04 | 1/5 - 7/04 | 12/15 - 17/03 | 12/1 - 3/03 | 11/18 - 20/03 | 11/4 - 6/03 |
| Much stronger..... | 7 | 6 | 9 | 7 | 8 | 8 | 8 |
| Somewhat stronger..... | 28 | 28 | 30 | 31 | 33 | 28 | 30 |
| About the same..... | 54 | 54 | 52 | 51 | 47 | 51 | 48 |
| Somewhat weaker | 7 | 7 | 5 | 7 | 8 | 8 | 8 |
| Much weaker | 3 | 4 | 3 | 3 | 3 | 4 | 5 |
| Not sure | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Total Stronger | 35 | 34 | 39 | 37 | 41 | 35 | 38 |
| Total Weaker | 11 | 11 | 8 | 10 | 11 | 12 | 13 |
| | 10/21 - 23/03 | 10/7 - 9/03 | 9/16 - 18/03 | 9/2 - 4/03 | 8/19 - 21/03 | 8/5 - 8/03 | 7/22 - 24/03 |
| | 7 | 5 | 7 | 6 | 5 | 5 | 6 |
| | 26 | 27 | 25 | 26 | 25 | 31 | 27 |
| | 54 | 49 | 52 | 52 | 53 | 50 | 50 |
| | 8 | 12 | 11 | 10 | 11 | 9 | 10 |
| | 4 | 5 | 4 | 5 | 5 | 4 | 6 |
| | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| | 33 | 32 | 32 | 32 | 30 | 36 | 34 |
| | 12 | 17 | 15 | 15 | 16 | 14 | 15 |
| | 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 3/4 - 6/03 |
| | 6 | 7 | 6 | 5 | 6 | 6 | 7 |
| | 27 | 28 | 23 | 24 | 24 | 31 | 21 |
| | 51 | 49 | 48 | 52 | 55 | 51 | 46 |
| | 10 | 10 | 14 | 12 | 10 | 8 | 16 |
| | 5 | 5 | 6 | 5 | 4 | 3 | 7 |
| | 1 | 1 | 3 | 2 | 1 | 1 | 3 |
| | 33 | 35 | 29 | 30 | 30 | 37 | 27 |
| | 15 | 15 | 20 | 17 | 14 | 11 | 23 |

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>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> | <u>11/4 -</u> <u>6/03</u> |
| 7, very strong..... | 13 | 10 | 10 | 10 | 9 | 11 | 10 |
| 6..... | 14 | 14 | 15 | 16 | 15 | 14 | 14 |
| 5..... | 25 | 28 | 30 | 28 | 30 | 30 | 30 |
| 4..... | 20 | 21 | 19 | 19 | 16 | 18 | 19 |
| 3..... | 13 | 10 | 11 | 10 | 12 | 11 | 10 |
| 2..... | 5 | 7 | 5 | 5 | 7 | 5 | 5 |
| 1, very weak..... | 9 | 9 | 9 | 11 | 10 | 9 | 10 |
| Not sure..... | 1 | 1 | 1 | 1 | 1 | 2 | 2 |
| Total 6-7..... | 27 | 24 | 24 | 26 | 25 | 25 | 24 |
| Total 1-3..... | 27 | 26 | 25 | 26 | 28 | 25 | 26 |
| <i>Mean</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> | <i>4.4</i> |
| | <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> | <u>7/22 -</u> <u>24/03</u> |
| | 11 | 9 | 11 | 10 | 11 | 10 | 11 |
| | 15 | 13 | 16 | 15 | 15 | 16 | 15 |
| | 29 | 30 | 27 | 29 | 26 | 30 | 29 |
| | 18 | 21 | 19 | 22 | 20 | 17 | 19 |
| | 11 | 11 | 11 | 10 | 11 | 12 | 12 |
| | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| | 10 | 10 | 9 | 8 | 10 | 8 | 7 |
| | 1 | 1 | 2 | 1 | 3 | 2 | 2 |
| | 26 | 22 | 27 | 25 | 25 | 26 | 26 |
| | 26 | 26 | 25 | 24 | 25 | 25 | 25 |
| | <i>4.4</i> | <i>4.3</i> | <i>4.4</i> | <i>4.4</i> | <i>4.4</i> | <i>4.5</i> | <i>4.5</i> |
| | <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>3/4 -</u> <u>6/03</u> |
| | 10 | 9 | 9 | 10 | 10 | 9 | 11 |
| | 15 | 15 | 14 | 14 | 15 | 14 | 13 |
| | 28 | 29 | 28 | 31 | 30 | 31 | 30 |
| | 20 | 20 | 20 | 19 | 19 | 20 | 17 |
| | 11 | 11 | 11 | 11 | 11 | 11 | 10 |
| | 5 | 5 | 5 | 4 | 5 | 5 | 4 |
| | 9 | 10 | 11 | 10 | 9 | 9 | 12 |
| | 2 | 1 | 2 | 1 | 1 | 1 | 3 |
| | 25 | 24 | 23 | 24 | 25 | 23 | 23 |
| | 25 | 26 | 26 | 25 | 24 | 24 | 27 |
| | <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>4.3</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 | | | | | | | |
|-----------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------|
| | 3/1 - 3/04 | 2/2 - 4/04 | 1/5 - 7/04 | 12/15 - 17/03 | 12/1 - 3/03 | 11/18 - 20/03 | 11/4 - 6/03 |
| Much stronger..... | 10 | 12 | 10 | 13 | 10 | 11 | 11 |
| Somewhat stronger..... | 29 | 26 | 28 | 30 | 31 | 27 | 29 |
| About the same..... | 54 | 53 | 54 | 51 | 51 | 53 | 51 |
| Somewhat weaker | 4 | 6 | 5 | 4 | 5 | 5 | 6 |
| Much weaker | 2 | 2 | 2 | 1 | 2 | 3 | 2 |
| Not sure | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Total Stronger | 39 | 38 | 38 | 43 | 41 | 38 | 40 |
| Total Weaker | 6 | 9 | 7 | 6 | 7 | 8 | 8 |
| | 10/21 - 23/03 | 10/7 - 9/03 | 9/16 - 18/03 | 9/2 - 4/03 | 8/19 - 21/03 | 8/5 - 8/03 | 7/22 - 24/03 |
| | 13 | 11 | 12 | 9 | 11 | 11 | 12 |
| | 26 | 25 | 28 | 29 | 25 | 26 | 28 |
| | 54 | 53 | 51 | 53 | 54 | 54 | 52 |
| | 4 | 8 | 6 | 6 | 6 | 5 | 5 |
| | 2 | 2 | 2 | 2 | 2 | 3 | 2 |
| | 1 | 1 | 1 | 1 | 2 | 1 | 1 |
| | 39 | 36 | 40 | 38 | 36 | 37 | 40 |
| | 7 | 10 | 8 | 8 | 8 | 8 | 7 |
| | 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 3/4 - 6/03 |
| | 11 | 12 | 12 | 10 | 11 | 11 | 10 |
| | 27 | 29 | 25 | 29 | 29 | 29 | 25 |
| | 53 | 51 | 51 | 51 | 51 | 52 | 50 |
| | 6 | 5 | 7 | 7 | 6 | 5 | 8 |
| | 2 | 2 | 3 | 2 | 2 | 2 | 4 |
| | 1 | 1 | 2 | 1 | 1 | 1 | 3 |
| | 38 | 40 | 37 | 39 | 40 | 40 | 36 |
| | 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>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> | <u>11/4 - 6/03</u> |
| More comfortable..... | 40 | 36 | 38 | 38 | 37 | 34 | 37 |
| Less comfortable | 41 | 44 | 40 | 42 | 40 | 45 | 41 |
| No change (VOL)..... | 17 | 19 | 20 | 19 | 22 | 19 | 21 |
| Not sure | 2 | 1 | 2 | 1 | 1 | 2 | 1 |
| | <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> | <u>7/22 - 24/03</u> |
| | 34 | 33 | 38 | 33 | 35 | 36 | 36 |
| | 44 | 44 | 43 | 46 | 44 | 43 | 42 |
| | 21 | 22 | 18 | 20 | 19 | 20 | 20 |
| | 1 | 1 | 1 | 1 | 2 | 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> | <u>1 Year Ago 3/4 - 6/03</u> |
| | 35 | 34 | 29 | 32 | 32 | 36 | 28 |
| | 44 | 45 | 48 | 48 | 49 | 43 | 49 |
| | 20 | 20 | 21 | 19 | 18 | 19 | 20 |
| | 1 | 1 | 2 | 1 | 1 | 2 | 3 |

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

| ALL ADULTS | | | | | | | |
|------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|------------------------------|
| | <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> | <u>11/4 - 6/03</u> |
| More comfortable..... | 45 | 42 | 45 | 46 | 44 | 43 | 43 |
| Less comfortable | 37 | 39 | 35 | 36 | 36 | 37 | 36 |
| No change (VOL)..... | 17 | 18 | 19 | 17 | 20 | 19 | 20 |
| Not sure | 1 | 1 | 1 | 1 | - | 1 | 1 |
| | <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> | <u>7/22 - 24/03</u> |
| | 41 | 36 | 44 | 39 | 39 | 43 | 40 |
| | 38 | 42 | 38 | 41 | 40 | 38 | 38 |
| | 20 | 21 | 17 | 19 | 20 | 18 | 21 |
| | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| | <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 3/4 - 6/03</u> |
| | 41 | 39 | 35 | 38 | 39 | 43 | 34 |
| | 39 | 39 | 42 | 42 | 43 | 36 | 42 |
| | 19 | 21 | 22 | 20 | 17 | 20 | 23 |
| | 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 | | | | | | | |
|----------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--|
| | <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> | <u>11/4 - 6/03</u> |
| More confident..... | 45 | 43 | 47 | 44 | 44 | 39 | 41 |
| Less confident..... | 40 | 42 | 38 | 42 | 37 | 44 | 40 |
| No change (VOL)..... | 13 | 13 | 13 | 13 | 17 | 16 | 16 |
| Not sure | 2 | 2 | 2 | 1 | 2 | 1 | 3 |
| | <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> | <u>7/22 - 24/03</u> |
| | 39 | 35 | 42 | 40 | 36 | 38 | 39 |
| | 44 | 45 | 43 | 45 | 46 | 45 | 46 |
| | 16 | 18 | 14 | 13 | 16 | 16 | 13 |
| | 1 | 2 | 1 | 2 | 2 | 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>3/4 - 6/03</u> |
| | 38 | 38 | 34 | 37 | 39 | 42 | 32 |
| | 45 | 44 | 46 | 46 | 45 | 41 | 46 |
| | 15 | 16 | 17 | 15 | 14 | 15 | 19 |
| | 2 | 2 | 3 | 2 | 2 | 2 | 3 |

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 | | | | | | | |
|----------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--|
| | <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> | <u>11/4 - 6/03</u> |
| More confident..... | 48 | 46 | 48 | 48 | 46 | 42 | 43 |
| Less confident..... | 39 | 40 | 34 | 38 | 36 | 41 | 39 |
| No change (VOL)..... | 11 | 12 | 15 | 11 | 16 | 16 | 15 |
| Not sure | 2 | 2 | 3 | 3 | 2 | 1 | 3 |
| | <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> | <u>7/22 - 24/03</u> |
| | 45 | 36 | 44 | 41 | 39 | 41 | 42 |
| | 38 | 44 | 42 | 42 | 44 | 41 | 42 |
| | 15 | 18 | 13 | 15 | 15 | 16 | 13 |
| | 2 | 2 | 1 | 2 | 2 | 2 | 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>3/4 - 6/03</u> |
| | 41 | 41 | 35 | 35 | 37 | 44 | 32 |
| | 42 | 42 | 45 | 49 | 49 | 39 | 47 |
| | 15 | 15 | 17 | 14 | 12 | 15 | 18 |
| | 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>3/1 -</u> | <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>3/04</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> |
| Yes..... | | 42 | 42 | 45 | 44 | 43 | 46 | 43 |
| No | | 57 | 57 | 54 | 56 | 56 | 53 | 57 |
| Not sure | | 1 | 1 | 1 | - | 1 | 1 | - |
| | | | | | | | | |
| | | <u>10/21 -</u> | <u>10/7 -</u> | <u>9/16 -</u> | <u>9/2 -</u> | <u>8/19 -</u> | <u>8/5 -</u> | <u>7/22 -</u> |
| | | <u>23/03</u> | <u>9/03</u> | <u>18/03</u> | <u>4/03</u> | <u>21/03</u> | <u>8/03</u> | <u>24/03</u> |
| | | 41 | 47 | 44 | 45 | 43 | 45 | 45 |
| | | 59 | 53 | 56 | 55 | 56 | 55 | 54 |
| | | - | - | - | - | 1 | - | 1 |
| | | | | | | | | |
| | | <u>3rd</u> | <u>2nd</u> | <u>1st</u> | <u>4th</u> | <u>3rd</u> | <u>2nd</u> | 1 Year |
| | | <u>Quarter</u> | <u>Quarter</u> | <u>Quarter</u> | <u>Quarter</u> | <u>Quarter</u> | <u>Quarter</u> | Ago |
| | | <u>JAS 03</u> | <u>AMJ 03</u> | <u>JFM 03</u> | <u>OND 02</u> | <u>JAS 02</u> | <u>AMJ 02</u> | <u>3/4 -</u> |
| | | 45 | 44 | 43 | 44 | 42 | 42 | 45 |
| | | 55 | 56 | 56 | 56 | 58 | 57 | 54 |
| | | - | - | 1 | - | - | 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 | | | | | | | |
|-------------------------------|---|---|---|---|---|---|---------------------------------------|
| | 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> | 11/4 - <u>6/03</u> |
| Extremely likely | 6 | 8 | 7 | 7 | 8 | 8 | 7 |
| Very likely | 13 | 12 | 12 | 11 | 13 | 12 | 12 |
| Somewhat likely | 30 | 28 | 29 | 32 | 27 | 29 | 30 |
| Not very likely | 31 | 31 | 33 | 32 | 34 | 32 | 30 |
| Not at all likely..... | 19 | 20 | 17 | 17 | 17 | 18 | 19 |
| Not sure | 1 | 1 | 2 | 1 | 1 | 1 | 2 |
| Total Likely | 19 | 20 | 19 | 18 | 20 | 20 | 19 |
| Total Not Likely | 49 | 51 | 51 | 49 | 51 | 50 | 49 |
| <hr/> | | | | | | | |
| | 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> | 7/22 - <u>24/03</u> |
| | 7 | 8 | 8 | 8 | 8 | 7 | 7 |
| | 11 | 13 | 14 | 12 | 14 | 13 | 14 |
| | 28 | 33 | 31 | 30 | 32 | 32 | 33 |
| | 33 | 28 | 29 | 31 | 29 | 30 | 29 |
| | 19 | 16 | 17 | 17 | 15 | 17 | 16 |
| | 2 | 2 | 1 | 2 | 2 | 1 | 1 |
| | 18 | 21 | 22 | 20 | 22 | 20 | 21 |
| | 52 | 44 | 46 | 47 | 44 | 47 | 45 |
| <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 3/4 - <u>6/03</u> |
| | 7 | 8 | 9 | 9 | 8 | 6 | 10 |
| | 14 | 12 | 14 | 13 | 12 | 11 | 14 |
| | 32 | 30 | 29 | 30 | 30 | 28 | 28 |
| | 29 | 31 | 28 | 30 | 31 | 34 | 26 |
| | 16 | 17 | 16 | 16 | 18 | 19 | 17 |
| | 2 | 2 | 4 | 2 | 1 | 2 | 5 |
| | 21 | 20 | 22 | 22 | 20 | 18 | 24 |
| | 46 | 48 | 45 | 45 | 48 | 53 | 43 |

| |
|---------------------|
| 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 | 21 |
| 65 and over | 16 |
| Refused/not sure | 1 |

D2. Are you employed:

| | |
|-----------------------------|-----------|
| TOTAL EMPLOYED | 60 |
| - Full time..... | 48 |
| - Part time..... | 12 |
| Not employed | 20 |
| 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 | 14 |
| Senior executive or manager..... | 7 |
| Clerical or administrative | 8 |
| Sales or services | 11 |
| A skilled trade or technical occupation..... | 11 |
| Blue-collar work or laborer..... | 5 |
| Farming or fishing | 1 |
| Other (VOL) | 3 |
| Refused/not sure | - |
| Not Employed Full/Part Time (Q.D2) | 40 |

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

| | |
|--|----|
| Grade school or some high school | 7 |
| Completed high school | 25 |
| Some college but did not finish..... | 25 |
| Completed a two year college degree | 12 |
| Completed a four year college degree..... | 19 |
| Completed a post-graduate degree such as a Master's or Ph.D. | 12 |
| Refused/not sure | - |

D5. Are you currently married?

| | |
|------------------------|----|
| Yes | 60 |
| No..... | 40 |
| Refused/not sure | - |

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

| | |
|------------------------|----|
| 1 | 17 |
| 2 | 33 |
| 3 | 19 |
| 4 | 17 |
| 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 | 40 |
| Under 6..... | 20 |
| 6-12 | 20 |
| 13-17 | 16 |
| NO CHILDREN | 59 |
| Refused/not sure | 1 |

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

| | |
|------------------------|----|
| Yes | 73 |
| No..... | 26 |
| Refused/not sure | 1 |

(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 | 20 |
| Moderately Republican | 22 |
| Definitely Independent/neither | 11 |
| Moderately Democrat..... | 24 |
| Strongly Democrat | 21 |
| Refused/not sure..... | 2 |
| Total Republican | 42 |
| Total Democrat | 45 |

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

| | |
|------------------------|----|
| Yes | 49 |
| No..... | 50 |
| Refused/not sure | 1 |

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

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

| | |
|------------------------|----|
| Own | 68 |
| Rent..... | 30 |
| Refused/not sure | 2 |

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

| | |
|---------------------------------|----|
| Protestant..... | 57 |
| Catholic | 22 |
| Jewish | 2 |
| Some other religion | 8 |
| (DO NOT READ) No religion | 9 |
| Refused/not sure | 2 |

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

| | |
|---------------------------|----|
| Born-again Christian..... | 29 |
| Fundamentalist..... | 7 |
| Neither..... | 62 |
| Refused/not sure | 2 |

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

| | |
|---------------------------------------|----|
| Under \$15,000..... | 11 |
| \$15,000 to less than \$20,000 | 6 |
| \$20,000 to less than \$25,000 | 8 |
| \$25,000 to less than \$30,000 | 5 |
| \$30,000 to less than \$40,000 | 10 |
| \$40,000 to less than \$50,000 | 9 |
| \$50,000 to less than \$75,000 | 16 |
| \$75,000 to less than \$100,000 | 8 |
| \$100,000 or more | 13 |
| Refused/not sure | 14 |

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..... | 9 |
| Hispanic..... | 7 |
| Asian..... | 1 |
| American Indian..... | 1 |
| Other..... | 2 |
| Refused | 1 |

REGION:

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

METROPOLITAN STATUS:

| | |
|---------------|----|
| Urban..... | 27 |
| Suburban..... | 49 |
| Rural..... | 24 |

GENDER:

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