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

Interview dates: March 1-3, 2004 Interviews: 1,000 adults, 771 registered voters Margin of error: <u>+</u>3.1 for all adults, <u>+</u>3.5 for registered voters

THE ASSOCIATED PRESS POLL **CONDUCTED BY IPSOS-PUBLIC AFFAIRS RELEASE DATE: MARCH 5, 2004**

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			
Right directionWrong trackNot sure	3/1 -	2/2 -	1/5 -	12/15 -	12/1 -	11/18 -	11/4 -
	<u>3/04</u>	4/04*	<u>7/04**</u>	17/03**	<u>3/03</u>	<u>20/03</u>	6/03
	35	44	49	47	43	38	41
	60	52	46	48	51	56	53
	5	4	5	5	6	6	6
	10/21 -	10/7 -	9/16 -	9/2 -	8/19 -	8/5 -	7/22 -
	<u>23/03</u>	<u>9/03</u>	18/03	<u>4/03</u>	<u>21/03</u>	<u>8/03</u>	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 Quarter <u>JAS 03</u> 41 53 6	2 nd Quarter <u>AMJ 03</u> 52 42 6	1 st Quarter <u>JFM 03</u> 41 50 9	4 th Quarter OND 02 43 50 7	3 rd Quarter <u>JAS 02</u> 46 48 6	2 nd Quarter AMJ 02 54 39 7	1 Year Ago 3/4 - 6/03 34 54 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?

			REG	SISTERED VOT	ERS		
•	3/1 -	2/2 -	1/5 -	12/15 -	12/1 -	11/18 -	11/4 -
	<u>3/04</u>	<u>4/04</u>	<u>7/04</u>	<u>17/03</u>	3/03	20/03	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 Total Disapprove	48 49	47 50	56 42	59 39	53 44	50 47	52 46
Mean Rating ¹	4.0	4.0	4.4	4.6	4.2	4.1	4.1
Wear Raing	7.0	1.0	,,,	7.0	7.2	7.1	7.1
'	10/21 -	10/7 -	9/16 -	9/2 -	8/19 -	8/5 -	7/22 -
	23/03	9/03	18/03	4/03	<u>21/03</u>	<u>8/03</u>	24/03
	28	<u>27</u>	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
				1.2			7.0
	rd	nd	ot	-th	rd	nd	1 Year
	3 rd	2 nd	1 st	4 th	3 rd	2 nd	Ago
	Quarter	Quarter	Quarter	Quarter	Quarter	Quarter	3/4 -
	<u>JAS 03</u> 31	<u>AMJ 03</u> 39	<u>JFM 03</u> 34	OND 02 35	<u>JAS 02</u> 34	<u>AMJ 02</u> 41	<u>6/03</u> 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
	11	1	1	-	11	-	
	56 41	62 35	56 39	63 35	65 32	73 25	51 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?

				REGISTER	RED VOTERS	}					
	Strongly Ap- <u>prove</u>	Some- what Ap- prove	Lean Toward Ap- <u>proval</u>	Still Have Mixed <u>Feelings</u>	Lean Toward Disap- <u>proval</u>	Some- what Disap- prove	Strongly Disap- prove	Not <u>Sure</u>	Total Ap- prove	Total Disap- prove	Mean- <u>Rating</u> 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- <u>proval</u>	Still Have Mixed <u>Feelings</u>	Lean Toward Disap- proval	Some- what Disap- prove	Strongly Disap- prove	Not <u>Sure</u>	Total Ap- prove	Total Disap- prove	Mean- <u>Rating</u> 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 ...

			Red	SISTERED VOT	ERS		
	3/1 - <u>3/04</u>	2/2 - 4/04	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>
Definitely vote to reelect Bush as President			41	45	<u>6700</u> 41	37	
Consider voting for	40	37					39
someone else Definitely vote for	16	18	24	21	20	25	24
someone else Not sure	42 2	43 2	33 2	31 3	36 3	37 1	35 2
Not sure					3		
	10/21 - <u>23/03</u> 40	10/7 - <u>9/03</u> 36	9/16 - <u>18/03</u> 41	9/2 - <u>4/03</u> 38	8/19 - <u>21/03</u> 40	8/5 - <u>8/03</u> 44	7/22 - <u>24/03</u> 40
	24	26	22	24	25	21	23
	33	35	35	36	32	32	35
	3	3	2	2	3	3	2
	3rd Quarter <u>JAS 03</u> 41 24 33	2nd Quarter <u>AMJ 03</u> 44 23 30	1st Quarter <u>JFM 03</u> 41 23 33	4th Quarter OND 02 44 25 28	3rd Quarter <u>JAS 02</u> 42 29 26	2nd Quarter <u>AMJ 02</u> 50 25 22	1 Year Ago 3/4 - 6/03 38 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								
Republicans Democrats Neither (VOL) Not sure	3/1 - <u>3/04</u> 43 44 8 5	2/2 - <u>4/04</u> 41 44 11 4	1/5 - 7/04 44 42 9 5	12/1 - 3/03 42 44 10 4	10/21 - 23/03 44 44 8 4	8/19- 21/03 40 45 9 6	8/5 - <u>8/03</u> 40 44 12 4		
		6/17- 19/03 40 47 10 3	6/3 - 5/03 42 42 10 6	4/15 - 17/03 47 39 10 4	4/1 - <u>3/03</u> 47 41 8 4	3/18- 20/03 44 41 11 4	3/4 - 6/03 39 43 12 6		
		2nd Quarter <u>AMJ 03</u> 44 43 9	4 th Quarter OND 02 43 45 8 4	3 rd Quarter <u>JAS 02</u> 43 44 9 4	2 nd Quarter <u>AMJ 02</u> 44 40 12 4	1 st Quarter <u>JFM 02</u> 43 41 12 4	1 Year Ago 3/4 - 6/03 39 43 12 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
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	EDWARDS
	VOTERS	V OTERS
Certain	82	53
Might change mind	18	46
Not sure	-	1

REGISTERED VOTERS	
BUSH VS. EDWARDS: HIERARCHICAL VOTE WITH "LEANERS"	
Strong Edwards Weak Edwards TOTAL EDWARDS Strong Bush Weak Bush TOTAL BUSH	22 22 44 36 9
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			
	3/1 -	1/5 -	10/21 -	
	3/04	7/04	23/03	
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	88	
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 \	V OTERS	KERRY	Voters
	<i>3/1-</i> 1/5-		3/1-	1/5-
	3/04	7/04	3/04	7/04
Certain	82	62	65	37
Might change mind	18	37	34	60
Not sure	-	1	1	3

REGISTERED VOTERS						
BUSH VS. KERRY: HIERARCHICAL VOTE WITH "LEANERS"						
	3/1 - 3/04	1/5 - 7/04				
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				

DEMOGRAPHICS

NOTE: Res	ılts for demo	araphic auestio	ns represent a	all adults unie	ess 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		
- 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	_

?

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	
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
	V OTERS
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?

	INVESTORS
None	
1 time	
2 times	
3 times	
4 times	
5 to 9 times	
10 to 14 times	
15 to 19 times	
20 to 24 times	1
25 times or more	3
Refused/not sure	4
A 41 1 4 4=41	

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	
Other	2
Refused	

REGION:

Northeast	19
Midwest	23
South	36
West	22

METROPOLITAN STATUS:

Urban	27
Suburban	49
Rural	24

GENDER:

Male	48
Female	52