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Interview dates: March 19-21, 2004
Interviews: 1,001 adults, 784 registered voters
Margin of error: ± 3.1 for all adults, ± 3.5 for registered voters

**THE ASSOCIATED PRESS POLL
CONDUCTED BY IPSOS-PUBLIC AFFAIRS**

NOTE: all results shown are percentages unless otherwise labeled.

REGISTERED VOTERS/PARTY IDENTIFICATION

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

Yes	76
No	24
Refused/not sure	-

ISSUES AND QUALITIES STUDY: REGISTERED VOTERS ONLY

(ASKED OF HALF THE RESPONDENTS.)

7a. If you had to choose, would you prefer...

Balancing the budget	61
Cutting taxes	36
Not sure	1

(ASKED OF HALF THE RESPONDENTS.)

7b. If you had to choose, would you prefer...

Balancing the budget	36
Spending more on education, health care and economic development	62
Not sure	2

TAXES STUDY: ALL RESPONDENTS

1. If George W. Bush is re-elected president, do you think he is likely to ...

Raise your taxes	34
Lower your taxes	16
Leave them unchanged	46
Not sure	4

2. If John Kerry is elected president, do you think he is likely to ...

Raise your taxes.....	51
Lower your taxes	11
Leave them unchanged	30
Not sure.....	8

(ASKED OF HALF THE RESPONDENTS.)

3a. Under the Bush administration would you say your **federal** income taxes have gone up, gone down, or not really changed? **(IF GONE UP/GONE DOWN, ASK:)** Would you say that under the Bush administration your **federal** income taxes have (gone up/gone down) a lot or a little?

Taxes Have Gone Up.....	22
- Have gone up a lot	9
- Have gone up a little	12
- Not sure how much	1
Taxes Have Gone Down.....	26
- Have gone down a lot.....	6
- Have gone down a little	21
- Not sure how much	-
Not Really Changed	48
Not Sure	3

(ASKED OF HALF THE RESPONDENTS.)

3b. In the last three years would you say your **federal** income taxes have gone up, gone down, or not really changed? **(IF GONE UP/GONE DOWN, ASK:)** Would you say that in the last three years your **federal** income taxes have (gone up/gone down) a lot or a little?

Taxes Have Gone Up.....	25
- Have gone up a lot	7
- Have gone up a little	17
- Not sure how much	1
Taxes Have Gone Down.....	28
- Have gone down a lot.....	7
- Have gone down a little	21
- Not sure how much	-
Not Really Changed	43
Not Sure	4

4. Now, thinking about ALL kinds of federal, state and local taxes, *IN THE LAST THREE YEARS* would you say the amount of taxes you pay OVERALL has gone up, gone down, or not really changed? **(IF GONE UP/GONE DOWN, ASK:)** Would you say that in the last three years the amount of taxes you pay overall has (gone up/gone down) a lot or a little?

Taxes Have Gone Up.....	49
- Have gone up a lot	20
- Have gone up a little	29
- Not sure how much	-
Taxes Have Gone Down.....	13
- Have gone down a lot.....	3
- Have gone down a little	10
- Not sure how much	-
Not Really Changed	36
Not Sure	2

(ASKED OF HALF THE RESPONDENTS.)

5a. Who do you trust more to handle the issue of taxes, ...

Democrats	44
Republicans.....	42
(DO NOT READ) Both.....	1
(DO NOT READ) Neither.....	8
Not sure.....	5

(ASKED OF HALF THE RESPONDENTS.)

5b. Should ...

Recent tax cuts be eliminated for people who earn more than \$200,000 a year.....	53
Recent tax cuts remain in place for people who earn more than \$200,000 a year.....	45
Not sure.....	2

DEMOGRAPHICS

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

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

D1b. Have you already had a birthday this year?

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

D1c. Are you:

18-34	31
35-49	31
50-64	22
65 and over	15
Refused/not sure	1

D2. Are you employed:

TOTAL EMPLOYED	67
- Full time.....	54
- Part time.....	13
Not employed	14
Retired.....	19
Refused/not sure	-

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

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

Professional	17
Senior executive or manager	7
Clerical or administrative	8
Sales or services	8
A skilled trade or technical occupation.....	13
Blue-collar work or laborer.....	8
Farming or fishing	-
Other (VOL)	6
Refused/not sure	-
Not Employed Full/Part Time (Q.D2)	33

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

Grade school or some high school	6
Completed high school	25
Some college but did not finish.....	25
Completed a two year college degree	10
Completed a four year college degree.....	21
Completed a post-graduate degree such as a Master's or Ph.D.	12
Refused/not sure	1

D5. Are you currently married?

Yes	56
No.....	44
Refused/not sure	-

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

1	21
2	32
3	18
4	16
5	7
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	38
Under 6.....	20
6-12	19
13-17	16
NO CHILDREN	61
Refused/not sure	1

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

Yes	53
No.....	46
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.....	39
1 time.....	21
2 times.....	10
3 times.....	6
4 times.....	4
5 to 9 times.....	8
10 to 14 times.....	5
15 to 19 times.....	1
20 to 24 times.....	1
25 times or more	3
Refused/not sure	2
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Active Investors (5 times or more).....	18

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

Own	68
Rent.....	31
Refused/not sure	1

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

Protestant.....	52
Catholic	22
Jewish	2
Some other religion	13
(DO NOT READ) No religion	9
Refused/not sure	2

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

Born-again Christian.....	29
Fundamentalist.....	5
Neither.....	64
Refused/not sure	2

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

Under \$15,000.....	12
\$15,000 to less than \$20,000	7
\$20,000 to less than \$25,000	6
\$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	17
\$75,000 to less than \$100,000	10
\$100,000 or more	12
Refused/not sure	12

D15a. Are you of Hispanic ethnicity?

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

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

(RESULTS SHOWN IN SUMMARY BELOW.)

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

REGION:

Northeast.....	20
Midwest.....	23
South.....	35
West.....	22

METROPOLITAN STATUS:

Urban.....	27
Suburban.....	51
Rural.....	22

GENDER:

Male.....	48
Female.....	52