



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

Interview dates: June 7-9, 2004
Interviews: 1,003 adults, 788 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.

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

	ALL ADULTS
Yes.....	75
No	25
Refused/not sure	-

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	19
Moderately Republican	23
Definitely Independent/neither.....	8
Moderately Democrat.....	27
Strongly Democrat	22
Refused/not sure	1
<hr/>	
Total Republican	42
Total Democrat	49

* 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 39% Republican, 49% Democrat. For the respondents asked later in the survey, the results were 45% Republican, 48% Democrat.

1. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

ALL ADULTS						
	6/7 - <u>9/04</u>	5/3 - <u>5/04</u>	4/5 - <u>7/04</u>	3/1 - <u>3/04</u>	2/2 - <u>4/04*</u>	1/5 - <u>7/04**</u>
Right direction.....	40	38	38	35	44	49
Wrong track	56	58	57	60	52	46
Not sure	4	4	5	5	4	5
	12/1 - <u>3/03</u>	11/18 - <u>20/03</u>	11/4 - <u>6/03</u>	10/21 - <u>23/03</u>	10/7 - <u>9/03</u>	9/16 - <u>18/03</u>
	43	38	41	41	39	37
	51	56	53	52	54	57
	6	6	6	7	7	6
	4 th Quarter <u>OND 03</u>	3 rd Quarter <u>JAS 03</u>	2 nd Quarter <u>AMJ 03</u>	1 st Quarter <u>JFM 03</u>	4 th Quarter <u>OND 02</u>	3 rd Quarter <u>JAS 02</u>
	43	41	52	41	43	46
	51	53	42	50	50	48
	6	6	6	9	7	6
						1 Year Ago
						6/3 - <u>5/03</u>
						50
						42
						8

* 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							
	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04	12/15 - 17/03
Strongly approve.....	27	27	28	28	27	33	38
Somewhat approve.....	12	11	9	10	10	11	11
Lean toward approval.....	9	11	11	10	9	12	10
Still have mixed feelings.....	2	2	2	3	4	1	2
Lean toward disapproval.....	13	14	13	16	16	15	14
Somewhat disapprove.....	7	5	5	4	5	5	4
Strongly disapprove.....	30	30	32	29	29	22	21
Not sure.....	-	-	-	-	-	1	-
Total Approve.....	48	48	48	48	47	56	59
Total Disapprove.....	50	50	50	49	50	42	39
Mean Rating¹.....	4.0	4.0	4.0	4.0	4.0	4.4	4.6
	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03	10/21 - 23/03	10/7 - 9/03	9/16 - 18/03	9/2 - 4/03
	30	29	29	28	27	30	26
	12	9	12	13	13	16	14
	10	12	12	13	11	9	12
	3	3	2	2	3	2	2
	13	14	12	13	13	15	14
	7	6	5	7	7	5	6
	25	27	28	23	26	23	25
	-	-	-	1	-	-	1
Total Approve.....	53	50	52	55	51	55	52
Total Disapprove.....	44	47	46	43	46	43	45
Mean Rating¹.....	4.2	4.1	4.1	4.3	4.1	4.4	4.2
	4 th Quarter OND 03	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	1 Year Ago 6/3 - 5/03
	30	31	39	34	35	34	37
	12	15	12	13	15	16	14
	11	10	11	10	12	15	9
	3	2	2	4	2	2	3
	13	14	13	13	14	14	12
	6	5	4	5	5	5	5
	25	22	18	20	17	13	19
	-	1	1	1	-	1	1
Total Approve.....	53	56	62	56	63	65	61
Total Disapprove.....	44	41	35	39	35	32	35
Mean Rating¹.....	4.3	4.4	4.8	4.5	4.8	4.9	4.7

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.

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											
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
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
4 th quarter OND 03	22	16	11	2	11	9	28	1	49	48	3.9
3 rd quarter JAS 03.....	20	16	12	2	11	9	29	1	48	49	3.9
2nd quarter AMJ 03.....	22	16	12	3	11	8	27	1	51	46	4.0
1st quarter JFM 03	21	16	11	3	11	10	26	2	49	46	4.0
4 th quarter OND 02	21	18	13	3	12	10	22	1	53	44	4.2
3 rd quarter JAS 02.....	21	19	15	2	14	9	19	1	55	42	4.3
1 year ago 6/3-5/03	21	15	14	3	9	9	28	1	50	47	3.9

¹Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

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											
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
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
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 6/3-5/03	17	18	14	2	12	8	28	1	49	48	3.9

¹Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

REGISTERED VOTERS											
Q.3 (cont.)	Strongly Ap- prove	Some- what Ap- prove	Lean Toward Ap- proval	Still Have Mixed Feelings	Lean Toward Disap- proval	Some- what Disap- prove	Strongly Disap- prove	Not Sure	Total Ap- prove	Total Disap- prove	Mean- Rating ¹
(ASKED OF HALF THE REGISTERED VOTERS)											
Handling foreign policy issues and the war on terrorism											
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
(PREVIOUSLY, 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
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
4 th quarter OND 03	36	11	8	2	14	6	22	1	55	42	4.4
3 rd quarter JAS 03	40	11	9	2	12	6	20	-	60	38	4.7
2nd quarter AMJ 03	48	11	9	2	10	5	14	1	68	29	5.2
1st quarter JFM 03	41	11	8	3	11	5	20	1	60	36	4.7
4 th quarter OND 02	42	13	10	3	11	6	14	1	65	31	5.0
3 rd quarter JAS 02	44	14	12	3	12	4	10	1	70	26	5.2
1 year ago 6/3-5/03	46	14	9	2	12	4	12	1	69	28	5.2
(ASKED OF THE OTHER HALF OF THE REGISTERED VOTERS)											
Handling the situation in Iraq											
6/7-9/04	28	9	6	2	10	5	40	-	43	55	3.7
5/3-5/04	26	10	10	3	13	4	34	-	46	51	3.9

¹Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

- 4a. 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						
	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/19- 21/04	3/1 - 3/04	1/5 - 7/04	10/21 - 23/03
George W. Bush, the Republican	45	44	44	45	45	53	53
Undecided, lean Bush	1	1	1	1	1	1	NA
John Kerry, the Democrat	42	41	43	42	43	36	34
Undecided, lean Kerry	3	2	2	1	2	1	NA
Ralph Nader, the Independent	6	6	6	4	6	NA	NA
Undecided, lean Nader	1	1	-	1	-	NA	NA
(NOT READ) None/other	1	1	2	4	1	3	5
Not sure	1	4	2	2	2	6	8
Total Would Vote/Lean Bush	46	46	45	46	46	54	53
Total Would Vote/Lean Kerry	45	43	44	43	45	37	34
Total Would Vote/Lean Nader	6	7	6	5	6	NA	NA

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

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

	WOULD VOTE FOR BUSH				WOULD VOTE FOR KERRY			
	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/19- 21/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/19- 21/04
Definitely will vote for candidate	64	62	65	62	55	60	59	57
Probably will vote for candidate	21	24	19	22	29	25	20	26
Could change mind	15	14	15	15	16	15	21	16
Not sure	-	-	1	1	-	-	-	1

REGISTERED VOTERS						
BUSH VS. KERRY: HIERARCHICAL VOTE WITH "LEANERS"						
	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/19- 21/04	3/1 - 3/04	1/5 - 7/04
Strong Bush	29	28	28	28	37	33
Weak Bush	17	18	17	18	9	22
TOTAL BUSH	46	46	45	46	46	54
Strong Kerry	23	24	26	24	28	13
Weak Kerry	22	18	19	19	17	24
TOTAL KERRY	45	43	44	43	45	37
Nader	6	7	6	5	6	NA
Undecided/other	3	5	4	6	3	8

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							
	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04	12/1 - 3/03
Republicans	42	41	43	43	41	44	42
Democrats.....	47	50	46	44	44	42	44
Neither (VOL).....	7	6	8	8	11	9	10
Not sure	4	3	3	5	4	5	4
	10/21 - 23/03	8/19- 21/03	8/5 - 8/03	6/17- 19/03	6/3 - 5/03	4/15 - 17/03	4/1 - 3/03
	44	40	40	40	42	47	47
	44	45	44	47	42	39	41
	8	9	12	10	10	10	8
	4	6	4	3	6	4	4
	4 th Quarter OND 03 ¹	2nd Quarter AMJ 03	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 st Quarter JFM 02	1 Year Ago 6/3 - 5/03
	43	44	43	43	44	43	42
	45	43	45	44	40	41	42
	8	9	8	9	12	12	10
	4	4	4	4	4	4	6

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).

(ASKED OF HALF THE REGISTERED VOTERS.)

6a I'm going to read you the names of some possible running mates for John Kerry on the Democratic ticket for president this year. Please tell me which one of the following individuals you would most like to see John Kerry choose as a candidate for vice president:

	REGISTERED VOTERS
North Carolina Senator John Edwards	36
Missouri Congressman Dick Gephardt	19
Retired General Wesley Clark	18
Iowa Governor Tom Vilsack	4
(NOT READ) Other/none of these	6
Not sure	17

(ASKED OF HALF THE REGISTERED VOTERS.)

6b. I'm going to read you the names of some possible running mates for John Kerry on the Democratic ticket for president this year. Please tell me which one of the following individuals you would most like to see John Kerry choose as a candidate for vice president:

	REGISTERED VOTERS
North Carolina Senator John Edwards	34
New York Senator Hillary Clinton	24
Retired General Wesley Clark	17
Missouri Congressman Dick Gephardt	12
Iowa Governor Tom Vilsack	2
(NOT READ) Other/none of these	3
Not sure	8

6c. Do you think President Bush should keep Dick Cheney as his vice presidential running mate in 2004, or do you think he should pick someone else?

	REGISTERED VOTERS
Keep Dick Cheney as running mate	51
Pick someone else	43
Not sure	6

- 6d. If the election for 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 Dick Gephardt for Vice President, the Democrats, and Ralph Nader, the Independent, for whom would you vote? (IF UNDECIDED/ NONE/NOT SURE, ASK:) Do you lean more toward...?

	REGISTERED VOTERS
Bush-Cheney, the Republicans	46
Undecided, lean Bush-Cheney	1
Kerry-Gephardt, the Democrats	44
Undecided, lean Kerry-Gephardt	1
Ralph Nader, the Independent	6
Undecided, lean Nader	-
(NOT READ) None/other candidate	1
Not sure	1
<hr/>	
Total Would Vote/Lean Bush-Cheney	47
Total Would Vote/Lean Kerry-Gephardt	45
Total Would Vote/Lean Nader.....	6

- 6e. If the election for 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, the Independent, for whom would you vote? (IF UNDECIDED/ NONE/NOT SURE, ASK:) Do you lean more toward...?

	REGISTERED VOTERS
Bush-Cheney, the Republicans	44
Undecided, lean Bush-Cheney	1
Kerry-Edwards, the Democrats	46
Undecided, lean Kerry-Edwards	1
Ralph Nader, the Independent	6
Undecided, lean Nader	-
(NOT READ) None/other candidate	1
Not sure	1
<hr/>	
Total Would Vote/Lean Bush-Cheney	44
Total Would Vote/Lean Kerry-Edwards .	47
Total Would Vote/Lean Nader.....	6

- 6f. If the election for 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 Tom Vilsack for Vice President, the Democrats, and Ralph Nader, the Independent, for whom would you vote? (IF UNDECIDED/ NONE/NOT SURE, ASK:) Do you lean more toward...?

	REGISTERED VOTERS
Bush-Cheney, the Republicans	46
Undecided, lean Bush-Cheney	1
Kerry-Vilsack, the Democrats	41
Undecided, lean Kerry-Vilsack	2
Ralph Nader, the Independent	7
Undecided, lean Nader	-
(NOT READ) None/other candidate	2
Not sure	1
<hr/>	
Total Would Vote/Lean Bush-Cheney	47
Total Would Vote/Lean Kerry-Vilsack	43
Total Would Vote/Lean Nader	7

- 6g. If the election for 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 Wesley Clark for Vice President, the Democrats, and Ralph Nader, the Independent, for whom would you vote? (IF UNDECIDED/ NONE/NOT SURE, ASK:) Do you lean more toward...?

	REGISTERED VOTERS
Bush-Cheney, the Republicans	47
Undecided, lean Bush-Cheney	-
Kerry-Clark, the Democrats	42
Undecided, lean Kerry-Clark	1
Ralph Nader, the Independent	6
Undecided, lean Nader	1
(NOT READ) None/other candidate	1
Not sure	2
<hr/>	
Total Would Vote/Lean Bush-Cheney	47
Total Would Vote/Lean Kerry-Clark	43
Total Would Vote/Lean Nader	6

EC1. As far as you know, in the last six months in the United States, do you think...

	ALL ADULTS
More jobs have been created	36
More jobs have been lost	57
(NOT READ) Neither/ number of jobs constant/ no net gain or loss of jobs	4
Not sure	3

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>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>2/2 -</u> <u>4/04</u>	<u>1/5 -</u> <u>7/04</u>	<u>12/15 -</u> <u>17/03</u>
7, very strong economy	6	7	5	6	5	7	5
6	11	10	11	11	9	11	10
5	32	29	28	29	32	30	30
4	23	23	24	21	21	24	25
3	15	15	17	16	17	15	16
2	7	6	6	8	7	6	6
1, very weak economy	6	9	8	9	9	6	7
Not sure	-	1	1	-	-	1	1
Total 6-7	17	16	16	17	14	19	15
Total 1-3	27	31	30	33	33	27	28
Mean	4.3	4.1	4.1	4.1	4.1	4.3	4.2
	<u>12/1 -</u> <u>3/03</u>	<u>11/18 -</u> <u>20/03</u>	<u>11/4 -</u> <u>6/03</u>	<u>10/21 -</u> <u>23/03</u>	<u>10/7 -</u> <u>9/03</u>	<u>9/16 -</u> <u>18/03</u>	<u>9/2 -</u> <u>4/03</u>
5	5	6	5	4	4	3	4
10	10	8	9	8	9	9	7
32	32	27	32	30	29	27	27
25	25	24	20	23	23	23	24
15	15	17	16	19	19	19	19
6	6	8	8	6	8	9	9
7	7	9	9	9	8	9	9
-	-	1	1	1	-	1	1
15	15	13	14	13	13	12	11
28	28	34	33	34	35	37	37
4.2	4.2	4.0	4.1	4.0	4.0	3.9	3.9
	<u>4th</u> <u>Quarter</u> <u>OND 03</u>	<u>3rd</u> <u>Quarter</u> <u>JAS 03</u>	<u>2nd</u> <u>Quarter</u> <u>AMJ 03</u>	<u>1st</u> <u>Quarter</u> <u>JFM 03</u>	<u>4th</u> <u>Quarter</u> <u>OND 02</u>	<u>3rd</u> <u>Quarter</u> <u>JAS 02</u>	1 Year Ago <u>6/3 -</u> <u>5/03</u>
5	5	4	5	4	5	6	4
9	9	8	8	8	9	10	9
30	30	27	29	28	29	31	28
23	23	24	24	24	24	23	26
17	17	19	18	19	17	16	17
7	7	8	7	7	7	5	6
8	8	9	8	9	8	8	9
1	1	1	1	1	1	1	1
14	14	12	13	12	14	16	13
32	32	35	33	35	32	29	32
4.1	4.1	4.0	4.0	3.9	4.1	4.2	4.0

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							
	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04	12/15 - 17/03
Much stronger.....	7	8	7	7	6	9	7
Somewhat stronger.....	26	21	23	28	28	30	31
About the same.....	53	56	56	54	54	52	51
Somewhat weaker.....	9	9	10	7	7	5	7
Much weaker.....	4	5	3	3	4	3	3
Not sure.....	1	1	1	1	1	1	1
Total Stronger.....	33	29	30	35	34	39	37
Total Weaker.....	12	14	13	11	11	8	10
	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03	10/21 - 23/03	10/7 - 9/03	9/16 - 18/03	9/2 - 4/03
	8	8	8	7	5	7	6
	33	28	30	26	27	25	26
	47	51	48	54	49	52	52
	8	8	8	8	12	11	10
	3	4	5	4	5	4	5
	1	1	1	1	2	1	1
	41	35	38	33	32	32	32
	11	12	13	12	17	15	15
	4 th Quarter OND 03	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	1 Year Ago 6/3 - 5/03
	7	6	7	6	5	6	7
	29	27	28	23	24	24	26
	50	51	49	48	52	55	51
	9	10	10	14	12	10	10
	4	5	5	6	5	4	5
	1	1	1	3	2	1	1
	36	33	35	29	30	30	34
	12	15	15	20	17	14	14

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							
	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04	12/15 - 17/03
7, very strong.....	10	10	10	13	10	10	10
6.....	15	15	13	14	14	15	16
5.....	28	29	28	25	28	30	28
4.....	18	19	21	20	21	19	19
3.....	13	11	12	13	10	11	10
2.....	6	5	6	5	7	5	5
1, very weak.....	9	9	8	9	9	9	11
Not sure.....	1	2	2	1	1	1	1
Total 6-7.....	25	26	24	27	24	24	26
Total 1-3.....	28	25	26	27	26	25	26
Mean	4.4	4.4	4.4	4.4	4.4	4.4	4.4
	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03	10/21 - 23/03	10/7 - 9/03	9/16 - 18/03	9/2 - 4/03
9	9	11	10	11	9	11	10
15	15	14	14	15	13	16	15
30	30	30	30	29	30	27	29
16	16	18	19	18	21	19	22
12	12	11	10	11	11	11	10
7	7	5	5	5	5	5	5
10	10	9	10	10	10	9	8
1	1	2	2	1	1	2	1
25	25	24	26	22	27	25	25
28	25	26	26	26	25	24	24
4.3	4.4	4.4	4.4	4.3	4.4	4.4	4.4
	4 th Quarter OND 03	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	1 Year Ago 6/3 - 5/03
10	10	10	9	9	10	10	11
15	15	15	15	14	14	15	15
30	30	28	29	28	31	30	29
18	18	20	20	20	19	19	19
11	11	11	11	11	11	11	10
5	5	5	5	5	4	5	5
10	10	9	10	11	10	9	9
1	1	2	1	2	1	1	2
25	25	24	23	24	25	24	26
26	25	26	26	25	24	25	25
4.4	4.4	4.4	4.3	4.4	4.4	4.4	4.4

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							
	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04	12/15 - 17/03
Much stronger.....	11	12	13	10	12	10	13
Somewhat stronger.....	29	25	29	29	26	28	30
About the same.....	52	53	49	54	53	54	51
Somewhat weaker.....	5	7	6	4	6	5	4
Much weaker.....	2	2	2	2	2	2	1
Not sure.....	1	1	1	1	1	1	1
Total Stronger	40	37	42	39	38	38	43
Total Weaker	7	9	9	6	9	7	6
	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03	10/21 - 23/03	10/7 - 9/03	9/16 - 18/03	9/2 - 4/03
	10	11	11	13	11	12	9
	31	27	29	26	25	28	29
	51	53	51	54	53	51	53
	5	5	6	4	8	6	6
	2	3	2	2	2	2	2
	1	1	1	1	1	1	1
	41	38	40	39	36	40	38
	7	8	8	7	10	8	8
	4 th Quarter OND 03	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	1 Year Ago 6/3 - 5/03
	12	11	12	12	10	11	12
	28	27	29	25	29	29	26
	52	53	51	51	51	51	54
	5	6	5	7	7	6	5
	2	2	2	3	2	2	2
	1	1	1	2	1	1	1
	40	38	40	37	39	40	38
	8	8	8	10	9	8	7

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							
	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04	12/15 - 17/03
More comfortable	38	38	38	40	36	38	38
Less comfortable	46	43	44	41	44	40	42
No change (VOL).....	15	18	17	17	19	20	19
Not sure	1	1	1	2	1	2	1
	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03	10/21 - 23/03	10/7 - 9/03	9/16 - 18/03	9/2 - 4/03
	37	34	37	34	33	38	33
	40	45	41	44	44	43	46
	22	19	21	21	22	18	20
	1	2	1	1	1	1	1
	4 th Quarter OND 03	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	1 Year Ago 6/3 - 5/03
	35	35	34	29	32	32	32
	43	44	45	48	48	49	47
	21	20	20	21	19	18	20
	1	1	1	2	1	1	1

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

ALL ADULTS							
	6/7 - <u>9/04</u>	5/3 - <u>5/04</u>	4/5 - <u>7/04</u>	3/1 - <u>3/04</u>	2/2 - <u>4/04</u>	1/5 - <u>7/04</u>	12/15 - <u>17/03</u>
More comfortable.....	43	43	44	45	42	45	46
Less comfortable	41	39	40	37	39	35	36
No change (VOL).....	16	17	16	17	18	19	17
Not sure	-	1	-	1	1	1	1
	12/1 - <u>3/03</u>	11/18 - <u>20/03</u>	11/4 - <u>6/03</u>	10/21 - <u>23/03</u>	10/7 - <u>9/03</u>	9/16 - <u>18/03</u>	9/2 - <u>4/03</u>
	44	43	43	41	36	44	39
	36	37	36	38	42	38	41
	20	19	20	20	21	17	19
	-	1	1	1	1	1	1
	4 th Quarter <u>OND 03</u>	3 rd Quarter <u>JAS 03</u>	2 nd Quarter <u>AMJ 03</u>	1 st Quarter <u>JFM 03</u>	4 th Quarter <u>OND 02</u>	3 rd Quarter <u>JAS 02</u>	1 Year Ago 6/3 - <u>5/03</u>
	42	41	39	35	38	39	38
	38	39	39	42	42	43	40
	19	19	21	22	20	17	21
	1	1	1	1	-	1	1

- | | | ALL ADULTS | | | | | | |
|----------------------|--|---|---|---|---|---|---|--|
| | | 6/7 -
<u>9/04</u> | 5/3 -
<u>5/04</u> | 4/5 -
<u>7/04</u> | 3/1 -
<u>3/04</u> | 2/2 -
<u>4/04</u> | 1/5 -
<u>7/04</u> | 12/15 -
<u>17/03</u> |
| More confident | | 45 | 43 | 41 | 45 | 43 | 47 | 44 |
| Less confident..... | | 42 | 42 | 45 | 40 | 42 | 38 | 42 |
| No change (VOL)..... | | 12 | 14 | 13 | 13 | 13 | 13 | 13 |
| Not sure | | 1 | 1 | 1 | 2 | 2 | 2 | 1 |
| | | | | | | | | |
| | | 12/1 -
<u>3/03</u> | 11/18 -
<u>20/03</u> | 11/4 -
<u>6/03</u> | 10/21 -
<u>23/03</u> | 10/7 -
<u>9/03</u> | 9/16 -
<u>18/03</u> | 9/2 -
<u>4/03</u> |
| | | 44 | 39 | 41 | 39 | 35 | 42 | 40 |
| | | 37 | 44 | 40 | 44 | 45 | 43 | 45 |
| | | 17 | 16 | 16 | 16 | 18 | 14 | 13 |
| | | 2 | 1 | 3 | 1 | 2 | 1 | 2 |
| | | | | | | | | |
| | | 4 th
Quarter
<u>OND 03</u> | 3 rd
Quarter
<u>JAS 03</u> | 2 nd
Quarter
<u>AMJ 03</u> | 1 st
Quarter
<u>JFM 03</u> | 4 th
Quarter
<u>OND 02</u> | 3 rd
Quarter
<u>JAS 02</u> | 1 Year
Ago
<u>6/3 -
5/03</u> |
| | | 40 | 38 | 38 | 34 | 37 | 39 | 37 |
| | | 42 | 45 | 44 | 46 | 46 | 45 | 45 |
| | | 16 | 15 | 16 | 17 | 15 | 14 | 16 |
| | | 2 | 2 | 2 | 3 | 2 | 2 | 2 |

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

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	29
50-64	24
65 and over	15
Refused/not sure	1

D2. Are you employed:

TOTAL EMPLOYED	63
- Full time.....	52
- Part time.....	11
Not employed	17
Retired.....	19
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.....	16
Senior executive or manager.....	6
Clerical or administrative	8
Sales or services	9
A skilled trade or technical occupation.....	12
Blue-collar work or laborer.....	7
Farming or fishing	1
Other (VOL)	4
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	26
Some college but did not finish.....	23
Completed a two year college degree	11
Completed a four year college degree.....	20
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	33
3	15
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	37
Under 6.....	19
6-12	18
13-17	15
NO CHILDREN	62
Refused/not sure	1

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

Yes	50
No.....	48
Refused/not sure	2

(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.....	24
2 times.....	12
3 times.....	6
4 times.....	4
5 to 9 times.....	7
10 to 14 times.....	3
15 to 19 times.....	-
20 to 24 times.....	-
25 times or more	3
Refused/not sure	3
<hr/>	
Active Investors (5 times or more).....	13

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

Own	66
Rent.....	32
Refused/not sure	2

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

Protestant.....	55
Catholic	22
Jewish	2
Some other religion	7
(NOT READ) No religion	10
Refused/not sure	4

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

Born-again Christian.....	26
Fundamentalist.....	7
Neither.....	65
Refused/not sure	2

D12a. Are you of Hispanic ethnicity?

(Q.D12b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D12a.)

D12b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	79
Black.....	9
Hispanic.....	6
Asian.....	2
American Indian.....	1
Other.....	2
Refused	1

D13. Could you please tell me your household income from all sources in 2003?

Under \$15,000.....	11
\$15,000 to less than \$20,000	7
\$20,000 to less than \$25,000	7
\$25,000 to less than \$30,000	6
\$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	13

REGION:

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

METROPOLITAN STATUS:

Urban.....	28
Suburban.....	49
Rural.....	23

GENDER:

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