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Interview dates: July 5-7, 2004
Interviews: 1,000 adults, 804 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. 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						
	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04*
Right direction.....	41	40	38	38	35	44
Wrong track	56	56	58	57	60	52
Not sure	3	4	4	5	5	4
	12/15 - 17/03**	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03	10/21 - 23/03	10/7 - 9/03
	47	43	38	41	41	39
	48	51	56	53	52	54
	5	6	6	6	7	7
	1 st Quarter JFM 04	4 th Quarter OND 03	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02
	44	43	41	52	41	43
	52	51	53	42	50	50
	4	6	6	6	9	7
						1 Year Ago 7/8 - 10/03
						46
						48
						6

* 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.

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>7/5 - 7/04</u>	<u>6/7 - 9/04</u>	<u>5/3 - 5/04</u>	<u>4/5 - 7/04</u>	<u>3/1 - 3/04</u>	<u>2/2 - 4/04</u>	<u>1/5 - 7/04</u>
7, very strong economy	6	6	7	5	6	5	7
6	14	11	10	11	11	9	11
5	33	32	29	28	29	32	30
4	20	23	23	24	21	21	24
3	15	15	15	17	16	17	15
2	5	7	6	6	8	7	6
1, very weak economy	6	6	9	8	9	9	6
Not sure	1	-	1	1	-	-	1
Total 6-7	20	17	16	16	17	14	19
Total 1-3	26	27	31	30	33	33	27
Mean	4.4	4.3	4.1	4.1	4.1	4.1	4.3
	<u>12/15 - 17/03</u>	<u>12/1 - 3/03</u>	<u>11/18 - 20/03</u>	<u>11/4 - 6/03</u>	<u>10/21 - 23/03</u>	<u>10/7 - 9/03</u>	<u>9/16 - 18/03</u>
5	5	5	6	5	4	4	3
10	10	10	8	9	8	9	9
30	32	32	27	32	30	29	27
25	25	25	24	20	23	23	23
16	15	15	17	16	19	19	19
6	6	6	8	8	6	8	9
7	7	7	9	9	9	8	9
1	-	-	1	1	1	-	1
15	15	15	13	14	13	13	12
28	28	28	34	33	34	35	37
4.2	4.2	4.2	4.0	4.1	4.0	4.0	3.9
	<u>1st Quarter JFM 04</u>	<u>4th Quarter OND 03</u>	<u>3rd Quarter JAS 03</u>	<u>2nd Quarter AMJ 03</u>	<u>1st Quarter JFM 03</u>	<u>4th Quarter OND 02</u>	1 Year Ago 7/8 - 10/03
6	6	5	4	5	4	5	4
10	9	9	8	8	8	9	9
30	30	30	27	29	28	29	29
22	23	23	24	24	24	24	25
16	17	17	19	18	19	17	19
7	7	7	8	7	7	7	6
8	8	8	9	8	9	8	7
1	1	1	1	1	1	1	1
16	14	12	13	12	14	13	13
31	32	35	33	35	32	33	33
4.2	4.1	4.0	4.0	3.9	4.1	4.0	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							
	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04
Much stronger.....	7	7	8	7	7	6	9
Somewhat stronger.....	27	26	21	23	28	28	30
About the same.....	52	53	56	56	54	54	52
Somewhat weaker.....	9	9	9	10	7	7	5
Much weaker.....	3	4	5	3	3	4	3
Not sure.....	2	1	1	1	1	1	1
Total Stronger.....	34	33	29	30	35	34	39
Total Weaker.....	12	12	14	13	11	11	8
	12/15 - 17/03	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03	10/21 - 23/03	10/7 - 9/03	9/16 - 18/03
	7	8	8	8	7	5	7
	31	33	28	30	26	27	25
	51	47	51	48	54	49	52
	7	8	8	8	8	12	11
	3	3	4	5	4	5	4
	1	1	1	1	1	2	1
	37	41	35	38	33	32	32
	10	11	12	13	12	17	15
	1 st Quarter JFM 04	4 th Quarter OND 03	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	1 Year Ago 7/8 - 10/03
	7	7	6	7	6	5	6
	29	29	27	28	23	24	25
	53	50	51	49	48	52	53
	7	9	10	10	14	12	9
	3	4	5	5	6	5	5
	1	1	1	1	3	2	2
	36	36	33	35	29	30	31
	10	12	15	15	20	17	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							
	<u>7/5 - 7/04</u>	<u>6/7 - 9/04</u>	<u>5/3 - 5/04</u>	<u>4/5 - 7/04</u>	<u>3/1 - 3/04</u>	<u>2/2 - 4/04</u>	<u>1/5 - 7/04</u>
7, very strong.....	8	10	10	10	13	10	10
6.....	15	15	15	13	14	14	15
5.....	29	28	29	28	25	28	30
4.....	16	18	19	21	20	21	19
3.....	14	13	11	12	13	10	11
2.....	6	6	5	6	5	7	5
1, very weak.....	11	9	9	8	9	9	9
Not sure.....	1	1	2	2	1	1	1
Total 6-7.....	23	25	26	24	27	24	24
Total 1-3.....	30	28	25	26	27	26	25
Mean	4.3	4.4	4.4	4.4	4.4	4.4	4.4
	<u>12/15 - 17/03</u>	<u>12/1 - 3/03</u>	<u>11/18 - 20/03</u>	<u>11/4 - 6/03</u>	<u>10/21 - 23/03</u>	<u>10/7 - 9/03</u>	<u>9/16 - 18/03</u>
	10	9	11	10	11	9	11
	16	15	14	14	15	13	16
	28	30	30	30	29	30	27
	19	16	18	19	18	21	19
	10	12	11	10	11	11	11
	5	7	5	5	5	5	5
	11	10	9	10	10	10	9
	1	1	2	2	1	1	2
	26	25	25	24	26	22	27
	26	28	25	26	26	26	25
	4.4	4.3	4.4	4.4	4.4	4.3	4.4
	<u>1st Quarter JFM 04</u>	<u>4th Quarter OND 03</u>	<u>3rd Quarter JAS 03</u>	<u>2nd Quarter AMJ 03</u>	<u>1st Quarter JFM 03</u>	<u>4th Quarter OND 02</u>	<u>1 Year Ago 7/8 - 10/03</u>
	11	10	10	9	9	10	8
	14	15	15	15	14	14	14
	28	30	28	29	28	31	29
	20	18	20	20	20	19	22
	11	11	11	11	11	11	10
	6	5	5	5	5	4	5
	9	10	9	10	11	10	10
	1	1	2	1	2	1	2
	25	25	25	24	23	24	22
	26	26	25	26	26	25	25
	4.4	4.4	4.4	4.4	4.3	4.4	4.3

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

Now I'd like you to think about how your personal financial situation has changed in the past six months.

12. Compared to 6 months ago, are you NOW more or less comfortable making a major purchase, like a home or car?

ALL ADULTS							
	7/5 - <u>7/04</u>	6/7 - <u>9/04</u>	5/3 - <u>5/04</u>	4/5 - <u>7/04</u>	3/1 - <u>3/04</u>	2/2 - <u>4/04</u>	1/5 - <u>7/04</u>
More comfortable.....	40	38	38	38	40	36	38
Less comfortable	44	46	43	44	41	44	40
No change (VOL).....	14	15	18	17	17	19	20
Not sure	2	1	1	1	2	1	2
	12/15 - <u>17/03</u>	12/1 - <u>3/03</u>	11/18 - <u>20/03</u>	11/4 - <u>6/03</u>	10/21 - <u>23/03</u>	10/7 - <u>9/03</u>	9/16 - <u>18/03</u>
	38	37	34	37	34	33	38
	42	40	45	41	44	44	43
	19	22	19	21	21	22	18
	1	1	2	1	1	1	1
	1 st Quarter <u>JFM 04</u>	4 th Quarter <u>OND 03</u>	3 rd Quarter <u>JAS 03</u>	2 nd Quarter <u>AMJ 03</u>	1 st Quarter <u>JFM 03</u>	4 th Quarter <u>OND 02</u>	1 Year Ago 7/8 - <u>10/03</u>
	38	35	35	34	29	32	35
	42	43	44	45	48	48	42
	18	21	20	20	21	19	21
	2	1	1	1	2	1	2

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

ALL ADULTS							
	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04
More comfortable.....	47	43	43	44	45	42	45
Less comfortable	39	41	39	40	37	39	35
No change (VOL).....	13	16	17	16	17	18	19
Not sure	1	-	1	-	1	1	1
	12/15 - 17/03	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03	10/21 - 23/03	10/7 - 9/03	9/16 - 18/03
	46	44	43	43	41	36	44
	36	36	37	36	38	42	38
	17	20	19	20	20	21	17
	1	-	1	1	1	1	1
	1 st Quarter JFM 04	4 th Quarter OND 03	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	1 Year Ago 7/8 - 10/03
	44	42	41	39	35	38	41
	37	38	39	39	42	42	38
	18	19	19	21	22	20	19
	1	1	1	1	1	-	2

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

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	27
50-64	25
65 and over	17
Refused/not sure	-

D2. Are you employed:

TOTAL EMPLOYED	66
- Full time.....	54
- Part time.....	12
Not employed	14
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	15
Senior executive or manager	8
Clerical or administrative	9
Sales or services	11
A skilled trade or technical occupation.....	12
Blue-collar work or laborer.....	6
Farming or fishing	1
Other (VOL)	4
Refused/not sure	-
Not Employed Full/Part Time (Q.D2)	34

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

Grade school or some high school	6
Completed high school	23
Some college but did not finish.....	23
Completed a two year college degree	12
Completed a four year college degree.....	23
Completed a post-graduate degree such as a Master's or Ph.D.	13
Refused/not sure	-

D5. Are you currently married?

Yes	54
No.....	46
Refused/not sure	-

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

1	22
2	35
3	19
4	13
5	7
6 or more	4
Refused/not sure	-

(Q.D7a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D6.)

D7a. How many children under 6 years are currently living in your household?

D7b. How many children ages 6 to 12 are currently living in your household?

D7c. How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN – NET	34
Under 6.....	17
6-12	17
13-17	13
NO CHILDREN	65
Refused/not sure	-

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.....	38
1 time.....	19
2 times.....	11
3 times.....	5
4 times.....	6
5 to 9 times.....	11
10 to 14 times.....	3
15 to 19 times.....	1
20 to 24 times.....	-
25 times or more	2
Refused/not sure	4
<hr/>	
Active Investors (5 times or more).....	16

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

Own	69
Rent.....	29
Refused/not sure	2

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

Protestant.....	54
Catholic	22
Jewish	2
Some other religion	11
(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.....	65
Refused/not sure	1

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.....	1
Refused	2

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

Under \$15,000.....	10
\$15,000 to less than \$20,000	7
\$20,000 to less than \$25,000	9
\$25,000 to less than \$30,000	4
\$30,000 to less than \$40,000	12
\$40,000 to less than \$50,000	8
\$50,000 to less than \$75,000	16
\$75,000 to less than \$100,000	9
\$100,000 or more	14
Refused/not sure	11

REGION:

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

METROPOLITAN STATUS:

Urban.....	31
Suburban.....	44
Rural.....	25

GENDER:

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