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Interview dates: July 5-7, 2004  
Interviews: 1,000 adults, 804 registered voters  
Margin of error:  $\pm 3.1$  for all adults,  $\pm 3.5$  for registered voters

**THE ASSOCIATED PRESS POLL  
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**NOTE: all results shown are percentages unless otherwise labeled.**

CQ1. Now I'm going to read you some words that might be used to describe a person. As I read each word, please tell me whether you think the word describes George W. Bush, or not. Now, please tell me whether you think the following words describe John Kerry, or not.

	REGISTERED VOTERS		
	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
<b>Likeable</b>			
George W. Bush .....	66	33	1
John Kerry .....	62	36	2
<b>Intelligent</b>			
George W. Bush .....	63	36	1
John Kerry .....	83	14	3
<b>Decisive</b>			
George W. Bush .....	67	31	2
John Kerry .....	45	49	6
<b>Compassionate</b>			
George W. Bush .....	59	40	1
John Kerry .....	60	33	7
<b>Honest</b>			
George W. Bush .....	53	46	1
John Kerry .....	53	40	7
<b>Arrogant</b>			
George W. Bush .....	52	47	1
John Kerry .....	44	52	4
<b>Wealthy</b>			
George W. Bush .....	90	8	2
John Kerry .....	85	9	6

<b>DEMOGRAPHICS</b>
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**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:

<b>TOTAL EMPLOYED .....</b>	<b>66</b>
- 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?

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

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
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<b>Active Investors (5 times or more).....</b>	<b>16</b>

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