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Interview dates: September 7-9, 2004  
Regular sample interviews: 1,001 adults, 837 registered voters  
Regular sample margin of error:  $\pm 3.1$  for all adults,  $\pm 3.5$  registered voters  
With additional interviews, 1,541 adults, 1,286 registered voters  
Full sample margin of error:  $\pm 2.5$  for all adults,  $\pm 2.7$  registered voters

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

**NOTE: all results shown are percentages unless otherwise labeled.**

**POLITICAL STUDY (INCLUDES ADDITIONAL SAMPLE)**

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							
	9/7 - <u>9/04</u>	8/3 - <u>5/04</u>	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>
Right direction.....	44	39	41	40	38	38	35
Wrong track .....	52	59	56	56	58	57	60
Not sure .....	4	2	3	4	4	5	5
	2/2 - <u>4/04*</u>	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>	10/21 - <u>23/03</u>
	44	49	47	43	38	41	41
	52	46	48	51	56	53	52
	4	5	5	6	6	6	7
	1 <sup>st</sup> Quarter <u>JFM 04</u>	4 <sup>th</sup> Quarter <u>OND 03</u>	3 <sup>rd</sup> Quarter <u>JAS 03</u>	2 <sup>nd</sup> Quarter <u>AMJ 03</u>	1 <sup>st</sup> Quarter <u>JFM 03</u>	4 <sup>th</sup> Quarter <u>OND 02</u>	1 Year Ago 9/2 - <u>4/03</u>
	44	43	41	52	41	43	39
	52	51	53	42	50	50	56
	4	6	6	6	9	7	5

\* 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.

**ECONOMIC STUDY (REGULAR SAMPLE ONLY)**

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.

<b>ALL ADULTS</b>							
	<u>9/7 - 9/04</u>	<u>8/2 - 4/04</u>	<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>
7, very strong economy .....	8	7	6	6	7	5	6
6 .....	13	13	14	11	10	11	11
5 .....	32	32	33	32	29	28	29
4 .....	19	20	20	23	23	24	21
3 .....	16	15	15	15	15	17	16
2 .....	5	5	5	7	6	6	8
1, very weak economy .....	7	7	6	6	9	8	9
Not sure .....	-	1	1	-	1	1	-
<b>Total 6-7.....</b>	<b>21</b>	<b>19</b>	<b>20</b>	<b>17</b>	<b>16</b>	<b>16</b>	<b>17</b>
<b>Total 1-3.....</b>	<b>28</b>	<b>27</b>	<b>26</b>	<b>27</b>	<b>31</b>	<b>30</b>	<b>33</b>
<b>Mean .....</b>	<b>4.3</b>	<b>4.3</b>	<b>4.4</b>	<b>4.3</b>	<b>4.1</b>	<b>4.1</b>	<b>4.1</b>
	<u>2/2 - 4/04</u>	<u>1/5 - 7/04</u>	<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>
5	5	7	5	5	6	5	4
9	11	10	10	8	8	9	8
32	30	30	32	27	32	30	30
21	24	25	25	24	20	23	23
17	15	16	15	17	16	19	19
7	6	6	6	8	8	6	6
9	6	7	7	9	9	9	9
-	1	1	-	1	1	1	1
<b>14</b>	<b>19</b>	<b>15</b>	<b>15</b>	<b>13</b>	<b>14</b>	<b>13</b>	<b>13</b>
<b>33</b>	<b>27</b>	<b>28</b>	<b>28</b>	<b>34</b>	<b>33</b>	<b>34</b>	<b>34</b>
<b>4.1</b>	<b>4.3</b>	<b>4.2</b>	<b>4.2</b>	<b>4.0</b>	<b>4.1</b>	<b>4.0</b>	<b>4.0</b>
	<u>1<sup>st</sup> Quarter JFM 04</u>	<u>4<sup>th</sup> Quarter OND 03</u>	<u>3<sup>rd</sup> Quarter JAS 03</u>	<u>2<sup>nd</sup> Quarter AMJ 03</u>	<u>1<sup>st</sup> Quarter JFM 03</u>	<u>4<sup>th</sup> Quarter OND 02</u>	<b>1 Year Ago 9/2 - 4/03</b>
6	6	5	4	5	4	5	4
10	9	9	8	8	8	9	7
30	30	30	27	29	28	29	27
22	23	23	24	24	24	24	24
16	17	17	19	18	19	17	19
7	7	7	8	7	7	7	9
8	8	8	9	8	9	8	9
1	1	1	1	1	1	1	1
<b>16</b>	<b>14</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>14</b>	<b>11</b>	<b>11</b>
<b>31</b>	<b>32</b>	<b>35</b>	<b>33</b>	<b>35</b>	<b>32</b>	<b>37</b>	<b>37</b>
<b>4.2</b>	<b>4.1</b>	<b>4.0</b>	<b>4.0</b>	<b>3.9</b>	<b>4.1</b>	<b>3.9</b>	<b>3.9</b>

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

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							
	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04	3/1 - 3/04
7, very strong.....	13	11	8	10	10	10	13
6.....	14	17	15	15	15	13	14
5.....	29	29	29	28	29	28	25
4.....	19	18	16	18	19	21	20
3.....	10	10	14	13	11	12	13
2.....	4	4	6	6	5	6	5
1, very weak.....	10	10	11	9	9	8	9
Not sure.....	1	1	1	1	2	2	1
<b>Total 6-7.....</b>	<b>27</b>	<b>29</b>	<b>23</b>	<b>25</b>	<b>26</b>	<b>24</b>	<b>27</b>
<b>Total 1-3.....</b>	<b>24</b>	<b>23</b>	<b>30</b>	<b>28</b>	<b>25</b>	<b>26</b>	<b>27</b>
<b>Mean .....</b>	<b>4.5</b>	<b>4.5</b>	<b>4.3</b>	<b>4.4</b>	<b>4.4</b>	<b>4.4</b>	<b>4.4</b>
	2/2 - 4/04	1/5 - 7/04	12/15 - 17/03	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03	10/21 - 23/03
	10	10	10	9	11	10	11
	14	15	16	15	14	14	15
	28	30	28	30	30	30	29
	21	19	19	16	18	19	18
	10	11	10	12	11	10	11
	7	5	5	7	5	5	5
	9	9	11	10	9	10	10
	1	1	1	1	2	2	1
	<b>24</b>	<b>24</b>	<b>26</b>	<b>25</b>	<b>25</b>	<b>24</b>	<b>26</b>
	<b>26</b>	<b>25</b>	<b>26</b>	<b>28</b>	<b>25</b>	<b>26</b>	<b>26</b>
	<b>4.4</b>	<b>4.4</b>	<b>4.4</b>	<b>4.3</b>	<b>4.4</b>	<b>4.4</b>	<b>4.4</b>
	1 <sup>st</sup> Quarter JFM 04	4 <sup>th</sup> Quarter OND 03	3 <sup>rd</sup> Quarter JAS 03	2 <sup>nd</sup> Quarter AMJ 03	1 <sup>st</sup> Quarter JFM 03	4 <sup>th</sup> Quarter OND 02	1 Year Ago 9/2 - 4/03
	11	10	10	9	9	10	10
	14	15	15	15	14	14	15
	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	8
	1	1	2	1	2	1	1
	<b>25</b>	<b>25</b>	<b>25</b>	<b>24</b>	<b>23</b>	<b>24</b>	<b>25</b>
	<b>26</b>	<b>26</b>	<b>25</b>	<b>26</b>	<b>26</b>	<b>25</b>	<b>24</b>
	<b>4.4</b>	<b>4.4</b>	<b>4.4</b>	<b>4.4</b>	<b>4.3</b>	<b>4.4</b>	<b>4.4</b>

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

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

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

ALL ADULTS							
	<u>9/7 - 9/04</u>	<u>8/2 - 4/04</u>	<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>
More comfortable.....	46	49	47	43	43	44	45
Less comfortable .....	38	36	39	41	39	40	37
No change (VOL).....	15	14	13	16	17	16	17
Not sure .....	1	1	1	-	1	-	1
	<u>2/2 - 4/04</u>	<u>1/5 - 7/04</u>	<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>
	42	45	46	44	43	43	41
	39	35	36	36	37	36	38
	18	19	17	20	19	20	20
	1	1	1	-	1	1	1
	<u>1<sup>st</sup> Quarter JFM 04</u>	<u>4<sup>th</sup> Quarter OND 03</u>	<u>3<sup>rd</sup> Quarter JAS 03</u>	<u>2<sup>nd</sup> Quarter AMJ 03</u>	<u>1<sup>st</sup> Quarter JFM 03</u>	<u>4<sup>th</sup> Quarter OND 02</u>	<b>1 Year Ago</b> <u>9/2 - 4/03</u>
	44	42	41	39	35	38	39
	37	38	39	39	42	42	41
	18	19	19	21	22	20	19
	1	1	1	1	1	-	1

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>9/7 - 9/04</u>	<u>8/2 - 4/04</u>	<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>
More confident .....	48	48	44	45	43	41	45
Less confident.....	40	41	42	42	42	45	40
No change (VOL).....	11	10	13	12	14	13	13
Not sure .....	1	1	1	1	1	1	2
	<u>2/2 - 4/04</u>	<u>1/5 - 7/04</u>	<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>
	43	47	44	44	39	41	39
	42	38	42	37	44	40	44
	13	13	13	17	16	16	16
	2	2	1	2	1	3	1
	<u>1<sup>st</sup> Quarter JFM 04</u>	<u>4<sup>th</sup> Quarter OND 03</u>	<u>3<sup>rd</sup> Quarter JAS 03</u>	<u>2<sup>nd</sup> Quarter AMJ 03</u>	<u>1<sup>st</sup> Quarter JFM 03</u>	<u>4<sup>th</sup> Quarter OND 02</u>	<b>1 Year Ago</b> <u>9/2 - 4/03</u>
	45	40	38	38	34	37	40
	40	42	45	44	46	46	45
	13	16	15	16	17	15	13
	2	2	2	2	3	2	2

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>9/7 - 9/04</u>	<u>8/2 - 4/04</u>	<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>
More confident .....	51	50	47	45	45	46	48
Less confident.....	38	38	39	41	40	39	39
No change (VOL).....	10	11	12	12	13	12	11
Not sure .....	1	1	2	2	2	3	2
	<u>2/2 - 4/04</u>	<u>1/5 - 7/04</u>	<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>
	46	48	48	46	42	43	45
	40	34	38	36	41	39	38
	12	15	11	16	16	15	15
	2	3	3	2	1	3	2
	<u>1<sup>st</sup> Quarter JFM 04</u>	<u>4<sup>th</sup> Quarter OND 03</u>	<u>3<sup>rd</sup> Quarter JAS 03</u>	<u>2<sup>nd</sup> Quarter AMJ 03</u>	<u>1<sup>st</sup> Quarter JFM 03</u>	<u>4<sup>th</sup> Quarter OND 02</u>	<b>1 Year Ago</b> <u>9/2 - 4/03</u>
	47	43	41	41	35	35	41
	37	40	42	42	45	49	42
	13	15	15	15	17	14	15
	3	2	2	2	3	2	2

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

<b>DEMOGRAPHICS (INCLUDES ADDITIONAL SAMPLE)</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 .....	29
50-64 .....	23
65 and over .....	17
Refused/not sure .....	-

D2. Are you employed:

<b>TOTAL EMPLOYED .....</b>	<b>63</b>
- Full time.....	50
- Part time.....	13
Not employed .....	15
Retired.....	21
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 .....	17
Senior executive or manager .....	7
Clerical or administrative .....	7
Sales or services .....	9
A skilled trade or technical occupation.....	12
Blue-collar work or laborer.....	5
Farming or fishing .....	1
Other (VOL) .....	5
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 .....	23
Some college but did not finish.....	23
Completed a two year college degree .....	12
Completed a four year college degree.....	22
Completed a post-graduate degree such as a Master's or Ph.D. ....	13
Refused/not sure .....	-

D5. Are you currently married?

Yes .....	58
No.....	42
Refused/not sure .....	-

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

1 .....	19
2 .....	32
3 .....	21
4 .....	15
5 .....	9
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>38</b>
Under 6.....	19
6-12 .....	18
13-17 .....	15
<b>NO CHILDREN .....</b>	<b>61</b>
<b>Refused/not sure .....</b>	<b>1</b>

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

Yes .....	55
No.....	44
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.....	22
2 times.....	12
3 times.....	8
4 times.....	5
5 to 9 times.....	6
10 to 14 times.....	3
15 to 19 times.....	1
20 to 24 times.....	-
25 times or more .....	2
Refused/not sure .....	3
<b>Active Investors (5 times or more).....</b>	<b>13</b>

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

Own .....	70
Rent.....	28
Refused/not sure .....	2

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

Protestant.....	53
Catholic .....	23
Jewish .....	2
Some other religion .....	11
(NOT READ) No religion .....	9
Refused/not sure .....	2

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

Born-again Christian.....	25
Evangelical .....	6
Neither.....	66
Refused/not sure .....	3

D12. Are you:

	<u>Yes</u>	<u>No</u>	<u>Refused/ Not Sure</u>
A gun owner .....	33	67	-
Someone who attends religious services once a week or more.....	47	52	1
On active military duty or living in a household with someone on active duty .....	4	96	-
A military veteran or living in a household with a military veteran.....	25	75	-

D13a. Are you of Hispanic ethnicity?

**(Q.D13b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D13a.)**

D13b. Are you white, black, Asian, or some other race?

**(RESULTS SHOWN IN SUMMARY BELOW.)**

White .....	80
Black.....	8
Hispanic.....	6
Asian.....	2
American Indian.....	1
Other.....	2
Refused .....	1

D14. Could you please tell me your household income from all sources in 2003?

Under \$15,000 .....	13
\$15,000 to less than \$20,000 .....	6
\$20,000 to less than \$25,000 .....	8
\$25,000 to less than \$30,000 .....	4
\$30,000 to less than \$40,000 .....	10
\$40,000 to less than \$50,000 .....	10
\$50,000 to less than \$75,000 .....	17
\$75,000 to less than \$100,000 .....	9
\$100,000 or more .....	13
Refused/not sure .....	10

**REGION:**

Northeast .....	20
Midwest .....	23
South .....	36
West .....	21

**METROPOLITAN STATUS:**

Urban .....	28
Suburban .....	48
Rural .....	24

**GENDER:**

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