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Interview dates: October 4-6, 2004

Regular sample interviews: 1,000 adults, 821 registered voters

Regular sample margin of error: ± 3.1 for all adults, ± 3.4 registered voters

With additional interviews, 1,541 adults, 1,273 registered voters, 944 likely voters

Full sample margin of error: ± 2.5 for all adults, ± 2.7 registered voters, ± 3.2 likely 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							
	10/4 - <u>6/04</u>	9/20 - <u>22/04</u>	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>
Right direction.....	40	45	44	39	41	40	38
Wrong track	56	52	52	59	56	56	58
Not sure	4	3	4	2	3	4	4
	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>	12/1 - <u>3/03</u>	11/18 - <u>20/03</u>
	38	35	44	49	47	43	38
	57	60	52	46	48	51	56
	5	5	4	5	5	6	6
	2 nd Quarter <u>AMJ 04</u>	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>	1 Year Ago 10/7 - <u>9/03</u>
	39	44	43	41	52	41	39
	57	52	51	53	42	50	54
	4	4	6	6	6	9	7

* 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.

	ALL ADULTS						
	<u>10/4 -</u> <u>6/04</u>	<u>9/7 -</u> <u>9/04</u>	<u>8/2 -</u> <u>4/04</u>	<u>7/5 -</u> <u>7/04</u>	<u>6/7 -</u> <u>9/04</u>	<u>5/3 -</u> <u>5/04</u>	<u>4/5 -</u> <u>7/04</u>
7, very strong economy	6	8	7	6	6	7	5
6	11	13	13	14	11	10	11
5	33	32	32	33	32	29	28
4	22	19	20	20	23	23	24
3	15	16	15	15	15	15	17
2	5	5	5	5	7	6	6
1, very weak economy	8	7	7	6	6	9	8
Not sure	-	-	1	1	-	1	1
Total 6-7	17	21	19	20	17	16	16
Total 1-3	28	28	27	26	27	31	30
Mean	4.2	4.3	4.3	4.4	4.3	4.1	4.1
	<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>	<u>12/1 -</u> <u>3/03</u>	<u>11/18 -</u> <u>20/03</u>	<u>11/4 -</u> <u>6/03</u>
6	6	5	7	5	5	6	5
11	11	9	11	10	10	8	9
29	29	32	30	30	32	27	32
21	21	21	24	25	25	24	20
16	16	17	15	16	15	17	16
8	8	7	6	6	6	8	8
9	9	9	6	7	7	9	9
-	-	-	1	1	-	1	1
17	17	14	19	15	15	13	14
33	33	33	27	28	28	34	33
4.1	4.1	4.1	4.3	4.2	4.2	4.0	4.1
	<u>2nd</u> <u>Quarter</u> <u>AMJ 04</u>	<u>1st</u> <u>Quarter</u> <u>JFM 04</u>	<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>	1 Year Ago <u>10/7 -</u> <u>9/03</u>
6	6	6	5	4	5	4	4
11	11	10	9	8	8	8	9
30	30	30	30	27	29	28	29
24	24	22	23	24	24	24	23
15	15	16	17	19	18	19	19
6	6	7	7	8	7	7	8
8	8	8	8	9	8	9	8
-	-	1	1	1	1	1	-
17	17	16	14	12	13	12	13
29	29	31	32	35	33	35	35
4.2	4.2	4.2	4.1	4.0	4.0	3.9	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							
	10/4 - 6/04	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04
Much stronger.....	6	6	6	7	7	8	7
Somewhat stronger.....	27	29	28	27	26	21	23
About the same.....	55	53	56	52	53	56	56
Somewhat weaker.....	8	8	6	9	9	9	10
Much weaker.....	2	3	3	3	4	5	3
Not sure.....	2	1	1	2	1	1	1
Total Stronger.....	34	35	34	34	33	29	30
Total Weaker.....	10	11	9	12	12	14	13
	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04	12/15 - 17/03	12/1 - 3/03	11/18 - 20/03	11/4 - 6/03
	7	6	9	7	8	8	8
	28	28	30	31	33	28	30
	54	54	52	51	47	51	48
	7	7	5	7	8	8	8
	3	4	3	3	3	4	5
	1	1	1	1	1	1	1
	35	34	39	37	41	35	38
	11	11	8	10	11	12	13
	2 nd Quarter AMJ 04	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	1 Year Ago 10/7 - 9/03
	7	7	7	6	7	6	5
	24	29	29	27	28	23	27
	55	53	50	51	49	48	49
	9	7	9	10	10	14	12
	4	3	4	5	5	6	5
	1	1	1	1	1	3	2
	31	36	36	33	35	29	32
	13	10	12	15	15	20	17

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>10/4 - 6/04</u>	<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>
7, very strong.....	12	13	11	8	10	10	10
6.....	15	14	17	15	15	15	13
5.....	29	29	29	29	28	29	28
4.....	19	19	18	16	18	19	21
3.....	11	10	10	14	13	11	12
2.....	4	4	4	6	6	5	6
1, very weak.....	10	10	10	11	9	9	8
Not sure.....	-	1	1	1	1	2	2
Total 6-7.....	27	27	29	23	25	26	24
Total 1-3.....	25	24	23	30	28	25	26
<i>Mean</i>	4.5	4.5	4.5	4.3	4.4	4.4	4.4
	<u>3/1 - 3/04</u>	<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>
	13	10	10	10	9	11	10
	14	14	15	16	15	14	14
	25	28	30	28	30	30	30
	20	21	19	19	16	18	19
	13	10	11	10	12	11	10
	5	7	5	5	7	5	5
	9	9	9	11	10	9	10
	1	1	1	1	1	2	2
	27	24	24	26	25	25	24
	27	26	25	26	28	25	26
	4.4	4.4	4.4	4.4	4.3	4.4	4.4
	<u>2nd Quarter AMJ 04</u>	<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>	1 Year Ago 10/7 - 9/03
	10	11	10	10	9	9	9
	14	14	15	15	15	14	13
	28	28	30	28	29	28	30
	19	20	18	20	20	20	21
	12	11	11	11	11	11	11
	6	6	5	5	5	5	5
	9	9	10	9	10	11	10
	2	1	1	2	1	2	1
	25	25	25	25	24	23	22
	26	26	26	25	26	26	26
	4.4	4.4	4.4	4.4	4.4	4.3	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							
	10/4 - 6/04	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	4/5 - 7/04
Much stronger.....	10	11	12	10	11	12	13
Somewhat stronger.....	31	30	28	27	29	25	29
About the same.....	52	52	53	54	52	53	49
Somewhat weaker	4	4	4	6	5	7	6
Much weaker	2	2	2	2	2	2	2
Not sure	1	1	1	1	1	1	1
Total Stronger	41	41	40	36	40	37	42
Total Weaker	6	7	6	9	7	9	9
	3/1 - 3/04	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	12	10	13	10	11	11
	29	26	28	30	31	27	29
	54	53	54	51	51	53	51
	4	6	5	4	5	5	6
	2	2	2	1	2	3	2
	1	1	1	1	1	1	1
	39	38	38	43	41	38	40
	6	9	7	6	7	8	8
	2 nd Quarter AMJ 04	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	1 Year Ago 10/7 - 9/03
	12	11	12	11	12	12	11
	27	27	28	27	29	25	25
	52	54	52	53	51	51	53
	6	5	5	6	5	7	8
	2	2	2	2	2	3	2
	1	1	1	1	1	2	1
	40	38	40	38	40	37	36
	8	7	8	8	8	10	10

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							
	<u>10/4 - 6/04</u>	<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>
More comfortable.....	35	40	41	40	38	38	38
Less comfortable	48	44	42	44	46	43	44
No change (VOL).....	16	15	16	14	15	18	17
Not sure	1	1	1	2	1	1	1
	<u>3/1 - 3/04</u>	<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>
	40	36	38	38	37	34	37
	41	44	40	42	40	45	41
	17	19	20	19	22	19	21
	2	1	2	1	1	2	1
	<u>2nd Quarter AMJ 04</u>	<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>	1 Year Ago <u>10/7 - 9/03</u>
	38	38	35	35	34	29	33
	45	42	43	44	45	48	44
	16	18	21	20	20	21	22
	1	2	1	1	1	2	1

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

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

DEMOGRAPHICS (INCLUDES ADDITIONAL SAMPLE)
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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	24
65 and over	15
Refused/not sure	1

D2. Are you employed:

TOTAL EMPLOYED	65
- Full time.....	53
- Part time.....	12
Not employed	16
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	19
Senior executive or manager	8
Clerical or administrative	8
Sales or services	9
A skilled trade or technical occupation.....	10
Blue-collar work or laborer.....	6
Farming or fishing	1
Other (VOL)	4
Refused/not sure	-
Not Employed Full/Part Time (Q.D2)	35

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	11
Completed a four year college degree.....	21
Completed a post-graduate degree such as a Master's or Ph.D.	14
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	20
2	34
3	19
4	16
5	8
6 or more	3
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	37
Under 6.....	18
6-12	18
13-17	14
NO CHILDREN	63
Refused/not sure	1

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

Yes	53
No.....	45
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.....	36
1 time.....	22
2 times.....	12
3 times.....	8
4 times.....	4
5 to 9 times.....	9
10 to 14 times.....	3
15 to 19 times.....	1
20 to 24 times.....	-
25 times or more	2
Refused/not sure	3
<hr/>	
Active Investors (5 times or more).....	15

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

Own	68
Rent.....	30
Refused/not sure	2

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

Protestant.....	53
Catholic	25
Jewish	2
Some other religion	8
(NOT READ) No religion	10
Refused/not sure	2

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

Born-again Christian.....	28
Evangelical	5
Neither.....	66
Refused/not sure	1

D12. Are you:

	<u>Yes</u>	<u>No</u>	<u>Refused/ Not Sure</u>
A gun owner	31	68	1
Someone who attends religious services once a week or more.....	48	51	1
On active military duty or living in a household with someone on active duty	3	97	-
A military veteran or living in a household with a military veteran.....	24	76	-

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.....	9
Hispanic.....	7
Asian.....	1
American Indian.....	1
Other.....	1
Refused	1

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

Under \$15,000.....	12
\$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	11
\$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	14
Refused/not sure	9

REGION:

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

METROPOLITAN STATUS:

Urban	29
Suburban.....	50
Rural.....	21

GENDER:

Male	48
Female	52