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Interview dates: November 3-5, 2004
 Interviews: 1,000 adults, 844 registered voters
 Margin of error: ± 3.1 for all adults, ± 3.4 for registered voters

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

NOTE: all results shown are percentages unless otherwise labeled.

POLITICAL STUDY

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						
	11/3 - <u>5/04</u>	10/28 - <u>31/04</u>	10/18 - <u>20/04</u>	10/4 - <u>6/04</u>	9/20 - <u>22/04</u>	9/7 - <u>9/04</u>	8/3 - <u>5/04</u>
Right direction.....	46	44	41	40	45	44	39
Wrong track	51	53	56	56	52	52	59
Not sure	3	3	3	4	3	4	2
	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>
	41	40	38	38	35	44	49
	56	56	58	57	60	52	46
	3	4	4	5	5	4	5
	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 11/4 - <u>6/03</u>
	39	44	43	41	52	41	41
	57	52	51	53	42	50	53
	4	4	6	6	6	9	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.

ECONOMIC STUDY

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

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

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							
	11/3 - 5/04	10/4 - 6/04	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04
7, very strong.....	13	12	13	11	8	10	10
6.....	14	15	14	17	15	15	15
5.....	28	29	29	29	29	28	29
4.....	17	19	19	18	16	18	19
3.....	11	11	10	10	14	13	11
2.....	4	4	4	4	6	6	5
1, very weak.....	12	10	10	10	11	9	9
Not sure.....	1	-	1	1	1	1	2
Total 6-7.....	27	27	27	29	23	25	26
Total 1-3.....	27	25	24	23	30	28	25
<i>Mean</i>	4.4	4.5	4.5	4.5	4.3	4.4	4.4
	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04	12/15 - 17/03	12/1 - 3/03	11/18 - 20/03
	10	13	10	10	10	9	11
	13	14	14	15	16	15	14
	28	25	28	30	28	30	30
	21	20	21	19	19	16	18
	12	13	10	11	10	12	11
	6	5	7	5	5	7	5
	8	9	9	9	11	10	9
	2	1	1	1	1	1	2
	24	27	24	24	26	25	25
	26	27	26	25	26	28	25
	4.4	4.4	4.4	4.4	4.4	4.3	4.4
	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 11/4 - 6/03
	10	11	10	10	9	9	10
	14	14	15	15	15	14	14
	28	28	30	28	29	28	30
	19	20	18	20	20	20	19
	12	11	11	11	11	11	10
	6	6	5	5	5	5	5
	9	9	10	9	10	11	10
	2	1	1	2	1	2	2
	25	25	25	25	24	23	24
	26	26	26	25	26	26	26
	4.4	4.4	4.4	4.4	4.4	4.3	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							
	11/3 - 5/04	10/4 - 6/04	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04
Much stronger.....	11	10	11	12	10	11	12
Somewhat stronger.....	26	31	30	28	27	29	25
About the same.....	51	52	52	53	54	52	53
Somewhat weaker	8	4	4	4	6	5	7
Much weaker	3	2	2	2	2	2	2
Not sure	1	1	1	1	1	1	1
Total Stronger	37	41	41	40	36	40	37
Total Weaker	11	6	7	6	9	7	9
	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04	12/15 - 17/03	12/1 - 3/03	11/18 - 20/03
	13	10	12	10	13	10	11
	29	29	26	28	30	31	27
	49	54	53	54	51	51	53
	6	4	6	5	4	5	5
	2	2	2	2	1	2	3
	1	1	1	1	1	1	1
	42	39	38	38	43	41	38
	9	6	9	7	6	7	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 11/4 - 6/03
	12	11	12	11	12	12	11
	27	27	28	27	29	25	29
	52	54	52	53	51	51	51
	6	5	5	6	5	7	6
	2	2	2	2	2	3	2
	1	1	1	1	1	2	1
	40	38	40	38	40	37	40
	8	7	8	8	8	10	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							
	11/3 - <u>5/04</u>	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>
More comfortable	32	35	40	41	40	38	38
Less comfortable	47	48	44	42	44	46	43
No change (VOL)	20	16	15	16	14	15	18
Not sure	1	1	1	1	2	1	1
	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	40	36	38	38	37	34
	44	41	44	40	42	40	45
	17	17	19	20	19	22	19
	1	2	1	2	1	1	2
	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 11/4 - <u>6/03</u>
	38	38	35	35	34	29	37
	45	42	43	44	45	48	41
	16	18	21	20	20	21	21
	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							
	11/3 - <u>5/04</u>	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>
More comfortable	38	41	46	49	47	43	43
Less comfortable	42	42	38	36	39	41	39
No change (VOL)	20	17	15	14	13	16	17
Not sure	-	-	1	1	1	-	1
	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>
	44	45	42	45	46	44	43
	40	37	39	35	36	36	37
	16	17	18	19	17	20	19
	-	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 11/4 - <u>6/03</u>
	43	44	42	41	39	35	43
	40	37	38	39	39	42	36
	16	18	19	19	21	22	20
	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							
	11/3 - 5/04	10/4 - 6/04	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04
More confident	43	40	48	48	44	45	43
Less confident.....	43	44	40	41	42	42	42
No change (VOL).....	13	15	11	10	13	12	14
Not sure	1	1	1	1	1	1	1
	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04	12/15 - 17/03	12/1 - 3/03	11/18 - 20/03
	41	45	43	47	44	44	39
	45	40	42	38	42	37	44
	13	13	13	13	13	17	16
	1	2	2	2	1	2	1
	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 11/4 - 6/03
	43	45	40	38	38	34	41
	43	40	42	45	44	46	40
	13	13	16	15	16	17	16
	1	2	2	2	2	3	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							
	11/3 - 5/04	10/4 - 6/04	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04
More confident	44	42	51	50	47	45	45
Less confident.....	41	43	38	38	39	41	40
No change (VOL).....	13	13	10	11	12	12	13
Not sure	2	2	1	1	2	2	2
	4/5 - 7/04	3/1 - 3/04	2/2 - 4/04	1/5 - 7/04	12/15 - 17/03	12/1 - 3/03	11/18 - 20/03
	46	48	46	48	48	46	42
	39	39	40	34	38	36	41
	12	11	12	15	11	16	16
	3	2	2	3	3	2	1
	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 11/4 - 6/03
	46	47	43	41	41	35	43
	40	37	40	42	42	45	39
	12	13	15	15	15	17	15
	2	3	2	2	2	3	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						
		11/3 - <u>5/04</u>	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>
Yes.....		40	39	39	40	41	39	39
No.....		60	61	61	60	58	60	61
Not sure.....		-	-	-	-	1	1	-
		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>
		44	42	42	45	44	43	46
		56	57	57	54	56	56	53
		-	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 11/4 - <u>6/03</u>
		41	43	44	45	44	43	43
		59	56	56	55	56	56	57
		-	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							
	11/3 - <u>5/04</u>	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>
Extremely likely	8	6	7	6	6	8	8
Very likely	11	10	9	12	11	10	13
Somewhat likely	27	30	28	30	28	29	31
Not very likely	31	37	33	33	34	31	29
Not at all likely.....	22	16	22	18	20	21	18
Not sure	1	1	1	1	1	1	1
Total Likely	19	16	15	18	17	18	20
Total Not Likely	53	52	56	51	53	52	47
	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>
	7	6	8	7	7	8	8
	14	13	12	12	11	13	12
	30	30	28	29	32	27	29
	30	31	31	33	32	34	32
	17	19	20	17	17	17	18
	2	1	1	2	1	1	1
	21	19	20	19	18	20	20
	47	49	51	51	49	51	50
	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 11/4 - <u>6/03</u>
	8	7	7	7	8	9	7
	12	12	12	14	12	14	12
	30	29	30	32	30	29	30
	30	32	31	29	31	28	30
	19	19	18	16	17	16	19
	1	1	2	2	2	4	2
	20	19	20	21	20	22	19
	49	50	49	46	48	45	49

DEMOGRAPHICS

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. 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	16
Refused/not sure	-

D2. Are you employed:

TOTAL EMPLOYED	64
- Full time.....	52
- Part time.....	12
Not employed	14
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	19
Senior executive or manager	8
Clerical or administrative	7
Sales or services	9
A skilled trade or technical occupation.....	10
Blue-collar work or laborer.....	7
Farming or fishing	-
Other (VOL)	4
Refused/not sure	-
Not Employed Full/Part Time (Q.D2)	36

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.....	24
Completed a two year college degree	12
Completed a four year college degree.....	20
Completed a post-graduate degree such as a Master's or Ph.D.	14
Refused/not sure	-

D5. Are you currently:

Married	54
Single, never married	23
Widowed.....	8
Divorced	13
Separated.....	2
Refused/not sure	-

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

1	21
2	33
3	19
4	16
5	6
6 or more	4
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	36
Under 6.....	19
6-12	19
13-17	15
NO CHILDREN	64
Refused/not sure	1

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

Yes	51
No.....	47
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.....	39
1 time.....	18
2 times.....	10
3 times.....	9
4 times.....	5
5 to 9 times.....	8
10 to 14 times.....	4
15 to 19 times.....	1
20 to 24 times.....	2
25 times or more	2
Refused/not sure	2
Active Investors (5 times or more).....	17

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

Own	69
Rent.....	30
Refused/not sure	1

D11a. Would you describe yourself as a born-again or evangelical Christian, or not?

Yes	38
No.....	60
Refused/not sure	2

D11b. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination? **(IF "SOME OTHER RELIGION, ASK) Is that a Christian denomination, or not? (IF YES, CODED AS "PROTESTANT".)**

Protestant	50
Catholic	19
Mormon	3
Jewish	2
Muslim	-
Other non-Christian religion.....	2
No religion	23
Refused/not sure	1

D12. Generally speaking, do you consider yourself a liberal, moderate, or conservative?

Liberal.....	24
Moderate	34
Conservative.....	39
Not sure	3

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.....	10
Hispanic.....	6
Asian.....	1
American Indian.....	1
Other.....	2
Refused	-

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

Under \$15,000.....	14
\$15,000 to less than \$20,000	5
\$20,000 to less than \$25,000	6
\$25,000 to less than \$30,000	5
\$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	10
\$100,000 or more	13
Refused/not sure	12

REGION:

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

METROPOLITAN STATUS:

Urban	30
Suburban.....	50
Rural.....	20

GENDER:

Male	48
Female	52