



1101 Connecticut Avenue NW, Suite 200
Washington, DC 20036
(202) 463-7300

Interview dates: March 19-21, 2004
Interviews: 1,001 adults, 784 registered voters
Margin of error: ± 3.1 for all adults, ± 3.5 for registered voters

**THE ASSOCIATED PRESS POLL
CONDUCTED BY IPSOS-PUBLIC AFFAIRS
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NOTE: all results shown are percentages unless otherwise labeled.

REGISTERED VOTERS/PARTY IDENTIFICATION

1. Are you currently registered to vote at this address, or not?

Yes	76
No.....	24
Refused/not sure	-

2a. Do you consider yourself a Democrat, a Republican, an Independent or none of these? *

(IF "DEMOCRAT" TO Q.2a, Q.2b ASKED. IF "REPUBLICAN" TO Q.2a, Q.2c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.2a, Q.2d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

- 2b. Do you lean strongly or only moderately toward the Democratic Party?
- 2c. Do you lean strongly or only moderately toward the Republican Party?
- 2d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

	REGISTERED VOTERS
Strongly Republican	23
Moderately Republican	22
Definitely Independent/neither	9
Moderately Democrat.....	26
Strongly Democrat	19
Refused/not sure.....	1
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Total Republican	45
Total Democrat.....	45

* Half the respondents were asked party identification in this location, the other half were asked at the end of the survey with the other demographic questions. Results for the respondents who were asked the question early were 47% Republican, 43% Democrat. For the respondents asked later in the survey, the results were 42% Republican, 47% Democrat.

PRESIDENTIAL NOMINEES HEAD TO HEAD STUDY: REGISTERED VOTERS ONLY

1a. If the election for President were held today and the candidates were George Bush, the Republican and John Kerry, the Democrat and Ralph Nader, the Independent, for whom would you vote? **(IF NONE/UNDECIDED/NOT SURE, ASK:)** Well, do you lean more toward Bush or Kerry or Nader?

	<u>3/19- 21/04</u>	<u>3/1 - 3/04</u>	<u>1/5 - 7/04</u>	<u>10/21 - 23/03</u>
John Kerry, the Democrat	42	43	36	34
Undecided, lean Kerry	1	2	1	NA
George W. Bush, the Republican	45	45	53	53
Undecided, lean Bush.....	1	1	1	NA
Ralph Nader, the Independent.....	4	6	NA	NA
Undecided, lean Nader	1	-	NA	NA
(DO NOT READ) None	4	1	3	5
Not sure	2	2	6	8
Total Would Vote/Lean Kerry	43	45	37	34
Total Would Vote/Lean Bush	46	46	54	53
Total Would Vote/Lean Nader	5	6	NA	NA

(ASKED ONLY OF THOSE WHO SELECT A CANDIDATE IN Q.1a.)

1b-c. In November, will you definitely vote for that candidate, probably vote for that candidate, or do you think you could change your mind before the election in November?

	<u>Would Vote For Kerry</u>	<u>Would Vote For Bush</u>
Definitely will vote for candidate.....	57	62
Probably will vote for candidate	26	22
Could change mind	16	15
Not sure	1	1

<i>BUSH VS. KERRY: HIERARCHICAL VOTE WITH "LEANERS"</i>			
	<u>3/19- 21/04</u>	<u>3/1 - 3/04</u>	<u>1/5 - 7/04</u>
Strong Kerry	24	28	13
Weak Kerry	19	17	24
TOTAL KERRY	43	45	37
Strong Bush	28	37	33
Weak Bush.....	18	9	22
TOTAL BUSH.....	46	46	54
Nader	5	6	NA
Undecided/other.....	6	3	8

(ASKED ONLY OF THOSE WHO SAY THEY WOULD VOTE FOR KERRY IN Q.1a BUT DO NOT SAY THEY WILL DEFINITELY VOTE FOR HIM IN Q.1b, AND THOSE WHO ARE UNDECIDED IN Q.1a BUT LEAN TOWARD KERRY.)

1d. If you decide not to vote for John Kerry in November, do you think you might vote for George W. Bush, Ralph Nader, or would you not vote?

Bush	37
Nader.....	26
Would not vote	24
Neither/other candidate	8
Not sure.....	5

(ASKED ONLY OF THOSE WHO SAY THEY WOULD VOTE FOR BUSH IN Q.1a BUT DO NOT SAY THEY WILL DEFINITELY VOTE FOR HIM IN Q.1b, AND THOSE WHO ARE UNDECIDED IN Q.1a BUT LEAN TOWARD BUSH.)

1e. If you decide not to vote for George W. Bush in November, do you think you might vote for John Kerry, Ralph Nader, or would you not vote?

Kerry.....	29
Nader.....	15
Would not vote	35
Neither/other candidate	11
Not sure.....	10

(ASKED ONLY OF THOSE WHO SAY THEY WOULD VOTE FOR NADER OR ARE UNDECIDED BUT LEAN TOWARD NADER IN Q.1a.)

1f. If you decide not to vote for Ralph Nader in November **or if he is not on the ballot**, do you think you might vote for John Kerry or George W. Bush, or will you not vote?

Kerry.....	43
Bush.....	16
Would not vote	22
Neither/other candidate	12
Not sure.....	7

<i>STRENGTH OF SUPPORT SUMMARY</i>	
TOTAL KERRY	43
Strong Kerry	24
Weak Kerry	19
- Might vote for Bush.....	7
- Might vote for Nader.....	5
- Would not vote/other/not sure	7
TOTAL BUSH.....	46
Strong Bush.....	28
Weak Bush	18
- Might vote for Kerry	5
- Might vote for Nader.....	3
- Would not vote/other/not sure	10
TOTAL NADER	5
- Might vote for Kerry	2
- Might vote for Bush.....	1
- Would not vote/other/not sure	2
Undecided/other	6

ISSUES AND QUALITIES STUDY: REGISTERED VOTERS ONLY

1. I'm going to read you a list of **ISSUES** and I'm going to read the list twice. Please tell me which **ONE** issue is **MOST** important to you in deciding how you will vote for president in November?

The economy and jobs	35
National security.....	22
Health care.....	16
The war in Iraq.....	11
Education	8
Taxes.....	5
Other	2
Not sure.....	1

2. I'm going to read you a list of candidate **QUALITIES** and I'm going to read the list twice. Please tell me which **ONE** quality is **MOST** important to you in a presidential candidate.

Is honest.....	29
Stands up for what he believes	19
Is a strong leader.....	17
Cares about people like you.....	14
Shares your view of government.....	10
Has a vision for the future.....	10
Other	1
Not sure.....	-

3. Now I'm going to read you a list of characteristics a president might have. Regardless of how you might vote in November, please tell me whether you think it applies more to George W. Bush or John Kerry.

	<u>Bush</u>	<u>Kerry</u>	<u>Both</u>	<u>Neither</u>	<u>Not Sure</u>
He is honest	45	40	3	9	3
He cares about people like you	42	49	2	5	2
He is a strong leader	60	32	1	4	3
He stands up for what he believes	57	34	5	3	1
He has a vision for the future.....	45	45	5	3	2
He shares your view of government.....	45	45	1	6	3

Now, thinking about some issues -- no matter whom you might vote for in the presidential election...

4. Who do you think will be BETTER at creating jobs?

George W. Bush	37
John Kerry	53
(DO NOT READ) Both would do well.....	1
(DO NOT READ) Neither.....	6
Not sure.....	3

5. Who do you trust to do a BETTER job of protecting the country?

George W. Bush	58
John Kerry	35
(DO NOT READ) Both would do well.....	1
(DO NOT READ) Neither.....	4
Not sure	2

6. Who is MORE LIKELY to share your values?

George W. Bush	47
John Kerry	47
(DO NOT READ) Both would do well.....	1
(DO NOT READ) Neither.....	3
Not sure	2

(ASKED OF HALF THE RESPONDENTS.)

7a. If you had to choose, would you prefer...

Balancing the budget.....	61
Cutting taxes	36
Not sure.....	3

(ASKED OF HALF THE RESPONDENTS.)

7b. If you had to choose, would you prefer...

Balancing the budget.....	36
Spending more on education, health care and economic development.....	62
Not sure.....	2

8. In general, is it better if the White House is controlled by one party and Congress by another, or is it better if the White House and Congress are controlled by the same party, or don't you think it matters much one way or the other?

White House one party, Congress by another	29
White House and Congress controlled by the same party	29
Doesn't matter much one way or the other	39
Not sure.....	3

TAXES STUDY: ALL RESPONDENTS

1. If George W. Bush is re-elected president, do you think he is likely to ...

Raise your taxes.....	34
Lower your taxes	16
Leave them unchanged.....	46
Not sure.....	4

2. If John Kerry is elected president, do you think he is likely to ...

Raise your taxes.....	51
Lower your taxes	11
Leave them unchanged.....	30
Not sure.....	8

(ASKED OF HALF THE RESPONDENTS.)

3a. Under the Bush administration would you say your **federal** income taxes have gone up, gone down, or not really changed? **(IF GONE UP/GONE DOWN, ASK:)** Would you say that under the Bush administration your **federal** income taxes have (gone up/gone down) a lot or a little?

Taxes Have Gone Up.....	22
- Have gone up a lot	9
- Have gone up a little.....	12
- Not sure how much	1
Taxes Have Gone Down.....	26
- Have gone down a lot.....	6
- Have gone down a little	21
- Not sure how much	-
Not Really Changed.....	48
Not Sure	3

(ASKED OF HALF THE RESPONDENTS.)

3b. In the last three years would you say your **federal** income taxes have gone up, gone down, or not really changed? **(IF GONE UP/GONE DOWN, ASK:)** Would you say that in the last three years your **federal** income taxes have (gone up/gone down) a lot or a little?

Taxes Have Gone Up.....	25
- Have gone up a lot	7
- Have gone up a little.....	17
- Not sure how much	1
Taxes Have Gone Down.....	28
- Have gone down a lot.....	7
- Have gone down a little	21
- Not sure how much	-
Not Really Changed.....	43
Not Sure	4

4. Now, thinking about ALL kinds of federal, state and local taxes, *IN THE LAST THREE YEARS* would you say the amount of taxes you pay OVERALL has gone up, gone down, or not really changed? **(IF GONE UP/GONE DOWN, ASK:)** Would you say that in the last three years the amount of taxes you pay overall has (gone up/gone down) a lot or a little?

Taxes Have Gone Up	49
- Have gone up a lot	20
- Have gone up a little.....	29
- Not sure how much	-
Taxes Have Gone Down	13
- Have gone down a lot.....	3
- Have gone down a little	10
- Not sure how much	-
Not Really Changed	36
Not Sure	2

(ASKED OF HALF THE RESPONDENTS.)

5a. Who do you trust more to handle the issue of taxes, ...

Democrats	44
Republicans.....	42
(DO NOT READ) Both.....	1
(DO NOT READ) Neither.....	8
Not sure.....	5

(ASKED OF HALF THE RESPONDENTS.)

5b. Should ...

Recent tax cuts be eliminated for people who earn more than \$200,000 a year.....	53
Recent tax cuts remain in place for people who earn more than \$200,000 a year.....	45
Not sure.....	2

PLEDGE OF ALLEGIANCE STUDY: ALL RESPONDENTS
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1. Now, a question about the Pledge of Allegiance. The Supreme Court hears arguments later this month in a case involving the Pledge of Allegiance and the Constitution's separation of church and state provision. Justices are being asked to decide whether it's unconstitutional for public school children to recite the pledge because it contains the phrase "under God." What about you? Do you think the phrase "under God"

Should remain in the Pledge of Allegiance	87
Should be removed from the Pledge of Allegiance	12
Not sure	1

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	31
50-64	22
65 and over	15
Refused/not sure	1

D2. Are you employed:

TOTAL EMPLOYED	67
- Full time.....	54
- Part time.....	13
Not employed	14
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	17
Senior executive or manager.....	7
Clerical or administrative	8
Sales or services	8
A skilled trade or technical occupation.....	13
Blue-collar work or laborer.....	8
Farming or fishing	-
Other (VOL)	6
Refused/not sure	-
Not Employed Full/Part Time (Q.D2)	33

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

Grade school or some high school	6
Completed high school	25
Some college but did not finish.....	25
Completed a two year college degree	10
Completed a four year college degree.....	21
Completed a post-graduate degree such as a Master's or Ph.D.	12
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	21
2	32
3	18
4	16
5	7
6 or more	5
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	38
Under 6.....	20
6-12	19
13-17	16
NO CHILDREN	61
Refused/not sure	1

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.....	39
1 time.....	21
2 times.....	10
3 times.....	6
4 times.....	4
5 to 9 times.....	8
10 to 14 times.....	5
15 to 19 times.....	1
20 to 24 times.....	1
25 times or more	3
Refused/not sure	2
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Active Investors (5 times or more).....	18

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

Own	68
Rent.....	31
Refused/not sure	1

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

Protestant.....	52
Catholic	22
Jewish	2
Some other religion	13
(DO 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.....	64
Refused/not sure	2

D12. Could you please tell me your household income from all sources in 2003?

Under \$15,000.....	12
\$15,000 to less than \$20,000	7
\$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	17
\$75,000 to less than \$100,000	10
\$100,000 or more	12
Refused/not sure	12

D15a. Are you of Hispanic ethnicity?

(Q.D15b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D15a.)

D15b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	80
Black.....	9
Hispanic.....	6
Asian.....	1
American Indian.....	1
Other.....	2
Refused	1

REGION:

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

METROPOLITAN STATUS:

Urban.....	27
Suburban.....	51
Rural.....	22

GENDER:

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