

4-14-2004

College Finance Students Like Bush and Greenspan, Majority Predict Upswing in Dow Jones Industrial Average

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Recommended Citation

"College Finance Students Like Bush and Greenspan, Majority Predict Upswing in Dow Jones Industrial Average" (2004). *News Releases*. 9762.

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April 14, 2004
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NEWS RELEASE

**COLLEGE FINANCE STUDENTS LIKE BUSH AND GREENSPAN,
 MAJORITY PREDICT UPSWING IN DOW JONES INDUSTRIAL AVERAGE**

DAYTON, Ohio — If college students from more than 100 schools across the nation are any predictor, President George W. Bush will have another four years in office.

A University of Dayton survey of 403 finance students shows 61 percent believe Bush will be re-elected this November, while 39 percent say he will not. Students also gave high marks to Alan Greenspan, Federal Reserve Board chairman, as 94 percent gave him an A or B for his work.

The survey covered everything from what sectors will be the top performers in 2004 to where the Dow Jones Industrial Average will be at the end of the year. The majority say it will go up. According to 45 percent of these college students, by December 31, 2004, the Dow will close between 10,500 and 11,000; 27 percent predict between 11,000 and 11,500; 8 percent say between 11,500 and 12,000; and 3 percent believe it will be over 12,000. Only 16 percent feel the Dow will end the year below 10,500. Other survey outcomes include:

- * 48 percent believe Asia (excluding Japan) will be the region of the world that delivers the best investment results for 2004.
- * 36 percent think the best-performing sector in 2004 is health care, 15 percent said it's the energy sector.
- * 50 percent think the 10-year U.S. treasury bond will yield between 4 and 4.5 percent on Dec. 31, 2004.
- * Overall, students believe consumers should invest more in stocks and less in bonds.

The survey was conducted at the RISE (Redefining Investment Strategy Education) symposium at the University of Dayton this month. Modeled after the World Economic Forum, the symposium connects investment students and faculty from more than 100 campuses with Wall Street professionals in interactive discussions. It was co-sponsored by the New York Stock Exchange, *The Wall Street Journal*, CNBC, Deutsche Asset Management and UD.

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