



**IPSOS-REID EXPRESS POLL RESULTS:**  
Interviews September 21–23, 2001, with 1000 adults

## *War, Economy and Personal Finances*

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*Between Friday, September 21 and Sunday, September 23, 2001, Ipsos-Reid Express interviewed a representative sample of 1000 adults nationwide by telephone. Results are accurate within a margin of error of 3.1%.*

### **“QUALITY OF LIFE” SCORES ARE UP, DESPITE DROP IN U.S. ECONOMY; A SENSE OF PURPOSE ADDS WHAT ECONOMIC WORRIES TAKE AWAY**

#### **MORE THAN HALF (54%) JUST HOPE TO HANG ON FINANCIALLY**

#### **THOSE WHO USUALLY DON’T KNOW THINK IT’S TIME TO BUY STOCKS**

#### **2 IN 3 NON-FLYERS FEAR FOR SAFETY, 1 IN 3 HATE THE HASSLES**

(WASHINGTON, D.C. September 24)—In the first national poll to assess the impact of the War on Terrorism on optimism about the economy and personal finances, Ipsos-Reid reports that positive feelings about the quality of life have increased since June, while positive assessments of the overall U.S. economy have declined.

“Americans have committed themselves to this war, with this Commander in Chief, for this cause, and that has delivered a sense of purpose and perspective to people’s lives. As a result, they rate the quality of their own life now higher than the rating they gave their lives before the war”, says Thomas Riehle, President, U.S. Public Affairs for Ipsos-Reid. “That’s true despite some concern about the current state of the U.S. economy.”

On a scale of '1' to '7' where '1' means you are completely dissatisfied with the overall quality of your life and '7' means you are completely satisfied with the overall quality of your life, how would you rate your satisfaction with your life?

|                             | Sept. 21-23<br>2001 | June<br>2001 | Dec<br>1999 |
|-----------------------------|---------------------|--------------|-------------|
| 7 - COMPLETELY SATISFIED    | 44%                 | 30%          | 31%         |
| 6                           | 30                  | 31           | 28          |
| 5                           | 19                  | 27           | 28          |
| 4                           | 4                   | 8            | 7           |
| 3                           | 1                   | 3            | 3           |
| 2                           | 1                   | 0            | 1           |
| 1 - COMPLETELY DISSATISFIED | 1                   | 1            | 2           |
| Don't Know/Refused          | 1                   | 0            | 0           |
| <b>TOTAL 6 OR 7</b>         | <b>74%</b>          | <b>61%</b>   | <b>59%</b>  |





- The growth in the number rating their own quality of life very positively (scoring it a 6 or 7 on a 1-to-7 scale) has increased, from 59% in December 1999 and 61% in June of this year, to 74% today. That increase has come at the same time that positive scores about economic conditions in the U.S. as a whole have dropped, from 85% in December 1999 to 77% in June of this year and 66% today.
- Today, more people feel good about their overall quality of life than feel good about the state of the U.S. economy. The opposite was true in March.

In terms of the current economic conditions in this country as a whole, how would you describe the overall state of the U.S. economy right now?

|                    | Sept. 21-23<br>2001  | March<br>2001 | Dec.<br>1999 |
|--------------------|----------------------|---------------|--------------|
| 1. Very good       | 5%                   | 10%           | 32%          |
| 2. Good            | 61                   | 67            | 53           |
| 3. Poor            | 30                   | 19            | 11           |
| 4. Very poor       | 4                    | 5             | 3            |
| Don't Know/Refused | --                   | 0             | 1            |
|                    | TOTAL VERY GOOD/GOOD | 77%           | 85%          |
|                    | TOTAL POOR/VERY POOR | 34%           | 14%          |

**LOOKING AHEAD ONE YEAR: THE OVERALL ECONOMY AND PERSONAL FINANCES**

“It is extremely rare, almost unheard of, to find more people thinking the overall economy will get better than think their own personal finances will improve in the next year. Yet that is what we find today in the U.S.,” reports Riehle. “Most Americans are self-confident enough to believe they will succeed financially, even if others do not. It is a measure of the concern and confusion people feel about the financial road ahead to find more people optimistic about the economy than about their own pocketbook.”

- This is a rare moment when more Americans say the economy will improve (53%) than say their personal finances will improve (46%) in the next year. The proportion of Americans who feel the economy will improve in the next year has jumped, from 21% in March to a majority of 53% today. The proportion who feel their personal economic situation will improve in the next year has declined from 54% in March to 46% today.
- Today, 45% think their personal financial situation will be unchanged in a year and 9% think it will get worse, adding up to a majority of 54% who feel they have topped out for now when it comes to personal financial growth, and who are just hoping to hang on to what they’ve got now for another year.
- Most Americans still believe their children will be better off than they are, although there has been some minor decline in optimism for younger generations over the past two years.





Thinking about the next year or so, do you, yourself, generally feel that the economy here in the U.S. will improve, stay about the same, or get worse?

|                | Sept. 21-23<br>2001 | March<br>2001 |
|----------------|---------------------|---------------|
| 1. Improve     | 53%                 | 21%           |
| 2. Remain same | 23                  | 42            |
| 3. Get worse   | 22                  | 36            |
| Don't Know     | 1                   | 1             |

Over the next year, do you think your personal economic situation will improve, remain the same, or get worse?

|                | Sept. 21-23<br>2001 | March<br>2001 | Dec.<br>1999 |
|----------------|---------------------|---------------|--------------|
| 1. Improve     | 46%                 | 54%           | 60%          |
| 2. Remain same | 45                  | 37            | 32           |
| 3. Get worse   | 9                   | 8             | 7            |
| Don't Know     | --                  | 0             | 1            |

And, all things considered, do you think your children will be better off or worse off than you?

|                           | Sept. 21-23<br>2001 | March<br>2001 | Dec.<br>1999 |
|---------------------------|---------------------|---------------|--------------|
| 1. Better off             | 72%                 | 78%           | 81%          |
| 2. (DO NOT READ) The same | 5                   | 4             | 2            |
| 3. Worse off              | 19                  | 15            | 15           |
| Don't Know/Refused        | 3                   | 4             | 2            |

### GOOD TIME TO BUY STOCKS

“Even people who normally say they have no idea whether it is a good or bad time to buy stocks have gotten the word this week. They think that either for patriotic purposes—or because the major indices have fallen to prices last seen in 1998—now is a great time to add stocks to their portfolios. In four Ipsos-Reid polls conducted since the bubble burst in the Spring of 2000, the range of bulls has been between 44% to 53% saying it is a good time now to buy stocks. Today, 64% say it is a good time to buy stocks,” reports Riehle. “Over that same period, bearish sentiment has been in a range between 25% and 33% saying it is a bad time to buy stocks. Today, the same number are bearish—30% in this weekend’s poll say now is a bad time to buy stocks.”





“What has changed is the number saying they do not know if it is a good time or bad time to buy stocks. The number who don’t know has ranged from 18% to 28% in previous polling, but in this weekend’s poll it dropped to just 5%. People who used to say they did not know if it was wise or not to buy stocks suddenly have an opinion, and it is a bullish one. That is no doubt a temporary effect caused by media attention, patriotism and the drop in stock prices. The fence-sitters may not pay as much attention to the market as bulls and bears do, but they heard all that, and they think now is the time to buy,” Riehle says.

In light of the changes in the value of many shares this past week, would you advise friends or family members that now is a good time to buy shares on the stock market OR would you say it is a bad time to buy shares on the stock market?

|                    | Sept. 21-23<br>2001 | June<br>2001 | Jan.<br>2001 | Sept.<br>2000 | April<br>2000 |
|--------------------|---------------------|--------------|--------------|---------------|---------------|
| 1. Good Time       | 64%                 | 46%          | 44%          | 48%           | 53%           |
| 2. Bad Time        | 30                  | 33           | 30           | 25            | 29            |
| Don't Know/Refused | 5                   | 20           | 26           | 28            | 18            |

**AIRLINES, AIR TRAVEL AND BAILOUTS**

About 1 in 5 Americans (18%) say they have changed air travel plans or will do so as a result of the terrorist hijackings on September 11. Since only about half of all Americans fly more than once a year, that 18% represents between one-third and two-fifths of total airline travel.

Most of the changes in plans were due to fears for safety and security, but some have to do with the airport and airline response and the long lines and hassles that ensue. More than two-thirds of the non-flyers (69%) changed plans due to safety concerns, but a significant minority (32%) say it is because of hassles or other reasons, suggesting that almost one-third of non-flyers would come back to the air if the long lines and hassles disappeared.





ASKED ONLY OF THE 18% OF AMERICANS WHO CHANGED AIR TRAVEL PLANS.

Would you say the reasons you changed air travel plans were mostly out of safety concerns, or more for other reasons such as the long lines, delays or cancellations?

|   | Among the 18%<br>Who Changed Or<br>Plan Change in<br>Air Travel Plans | Percent<br>Of All<br>Adults |
|---|---|-----------------------------|
| 1. Mostly out of safety concerns  | 69%   | 13%                         |
| 2. More for other reasons such as the long lines, delays or cancellations | 20  | 4                           |
| 3. (DO NOT READ) Other reason (Specify)                                   | 10  | 2                           |
| 4. Don't Know   | 2   | --                          |
| Have Not Changed Air Travel Plans   | N/A   | 82                          |

Whether or not the flyers will come back when airport operations accommodate the new security requirements, and whether or not safety and security concerns keep some away from airplane travel for a long time, Americans strongly endorse the bill Congress passed to give economic assistance to U.S.-based airlines.

Agreement with this statement:

The federal government should provide \$15 billion dollars to U.S.-based airlines to help them deal with the losses they've experienced as a result of the terrorist attacks and the war on terrorism?

|                      | All<br>Adults |
|----------------------|---------------|
| 1. Strongly agree    | 38%           |
| 2. Somewhat agree    | 38            |
| 3. Somewhat disagree | 15            |
| 4. Strongly disagree | 9             |
| Don't Know           | 1             |

