



March 1-3 interviews: 1,000 adults, 810 registered voters March 14-17 interviews: 1,000 adults, 802 registered voters Margin of error: ±3.1 for all adults, ±3.5 for registered voters Combined interviews: 2,000 adults, 1,612 registered voters Margin of error: ±2.2 for all adults, ±2.5 for registered voters

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# IPSOS-REID/COOK POLITICAL REPORT NATIONAL POLL IPSOS-REID/CONSUMER ECONOMICS POLL RELEASE DATE: MARCH 21, 2002

NOTE: all results shown are percentages unless otherwise labeled. Percentages may not add to 100 due to rounding.

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							
	3/1-3 &	3/14-	2/15-17 &	2/1-3 &	1/18-21 &	1/4-6 &		
	3/14-17/02	17/02	3/1-3/02	2/15-17/02	2/1-3/02	1/18-21/02		
Right direction	60	58	61	62	67	68		
Wrong track	35	34	34	32	29	29		
Not sure	5	8	5	6	4	3		

Overall, do you approve, disapprove or have mixed feelings about the way George W. Bush is handling his job as President? (IF APPROVE OR DISAPPROVE, ASK:) Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? (IF HAVE MIXED FEELINGS OR NOT SURE, ASK:) If you had to choose, do you lean more toward approve or disapprove?

		REGISTERED VOTERS							
	3/1-3 &	3/14-	2/15-17 &	2/1-3 &	1/18-21 &	1/4-6 &			
	3/14-17/02	17/02	3/1-3/02	2/15-17/02	2/1-3/02	1/18-21/02			
Strongly approve	46	46	48	49	52	54			
Somewhat approve	17	17	16	17	17	16			
Lean toward approval	11	12	11	12	11	10			
Still have mixed feelings	2	2	2	2	1	1			
Lean toward disapproval	12	10	11	9	9	11			
Somewhat disapprove	4	3	4	3	3	2			
Strongly disapprove	8	9	7	8	6	5			
Not sure	-	<b></b>	1	1	-	-			
Total Approve	74	75	75	78	80	80			
Total Disapprove	24	22	22	20	18	18			
Mean Rating <sup>1</sup>	5.4	5.4	5.5	5.6	5.7	5.7			

<sup>&</sup>lt;sup>1</sup>Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

3. And when it comes to **(READ ISSUE)** do you approve or disapprove or have mixed feelings about the way George W. Bush is handling that issue?

(IF APPROVE OR DISAPPROVE, ASK: ) Is that strongly (approve/disapprove) or somewhat (approve/disapprove)? (IF HAVE MIXED FEELINGS OR NOT SURE, ASK:) If you had to choose, do you lean more toward approve or disapprove?

				REGISTER	RED VOTERS	3					
Handling the second	Strongly Ap- prove	Some- what Ap- prove	Lean Toward Ap- <u>proval</u>	Still Have Mixed Feelings	Lean Toward Disap- proval	Some- what Disap- prove	Strongly Disap- prove	Not <u>Sure</u>	Total Ap- prove	Total Disap- prove	Mean- <u>Rating</u> 1
Handling the economy	00	0.4	40	0	40	0	45	4	00	0.4	4.7
3/1-3 & 3/14-17/02	29	21	13	2	12	8	15 45	1	63	34	
3/14-17/02	29	21	13	2	12	7	15	2	62	34	4.7
2/15-17 & 3/1-3/02	30	21	14	2	10	8	15	1	64	33	4.7
2/1-3 & 2/15-17/02	31	20	14	3	10	7	14	1	66	30	4.8
1/18-21 & 2/1-3/02	34	21	14	2	11	5	12	-	69	28	5.0
1/4-6 & 1/18-21/02	32	20	16	2	13	5	12	-	68	30	4.9
Handling domestic issues like health care, education, the environment and energy											
3/1-3 & 3/14-17/02	22	20	14	3	11	8	21	1	56	40	4.3
3/14-17/02	21	21	15	2	11	7	21	1	57	39	4.3
2/15-17 & 3/1-3/02	25	19	15	2	10	8	19	1	59	38	4.4
2/1-3 & 2/15-17/02	26	20	16	2	11	7	17	1	62	34	4.6
1/18-21 & 2/1-3/02	27	21	16	3	14	5	14	1	64	32	4.8
1/4-6 & 1/18-21/02	27	21	16	2	14	5	14	1	64	33	4.7
Handling foreign policy issues and the war on terrorism									; ! ! !		
3/1-3 & 3/14-17/02	54	15	10	2	8	3	8	1	79	18	5.7
3/14-17/02	55	14	9	2	8	3	8	1	78	19	5.7
2/15-17 & 3/1-3/02	55	16	10	2	7	3	7	-	81	17	5.8
2/1-3 & 2/15-17/02	59	14	10	1	7	2	6	-	83	15	5.9
1/18-21 & 2/1-3/02	62	13	10	2	7	2	5	-	85	13	6.0
1/4-6 & 1/18-21/02	65	12	9	1	7	2	4	-	86	13	6.1

<sup>&</sup>lt;sup>1</sup>Mean rating is calculated by assigning each response except "not sure" a value from 1 to 7, with "strongly approve" receiving a value of 7, and "strongly disapprove" a value of 1.

5. If the election were held today, would you ...

	REGISTERED VOTERS								
	3/1-3 & 3/14-17/02	3/14- <u>17/02</u>	2/15-17 & 3/1-3/02	2/1-3 & 2/15-17/02	1/18-21 & 2/1-3/02	1/4-6 & <u>1/18-21/02</u>			
Definitely vote to reelect									
Bush as President	52	53	53	55	56	55			
Consider voting for									
someone else	23	22	24	23	23	25			
Definitely vote for									
someone else	22	22	20	18	18	18			
Not sure	2	3	3	3	2	2			

6. And if the election for Congress were held today, would you want to see the Republicans or Democrats win control of Congress?

	REGISTERED VOTERS							
	3/1-3 &	3/14-	2/15-17 &	2/1-3 &	1/18-21 &	1/4-6 &		
	3/14-17/02	17/02	3/1-3/02	2/15-17/02	2/1-3/02	1/18-21/02		
Republicans	41	39	42	43	46	46		
Democrats	42	44	41	41	39	41		
Neither (VOL)	13	14	12	12	11	10		
Not sure	4	4	4	4	4	4		

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								
	3/1-3 &	3/14-	2/15-17 &	2/1-3 &	1/18-21 &	1/4-6 &				
	3/14-17/02	<u>17/02</u>	3/1-3/02	2/15-17/02	2/1-3/02	1/18-21/02				
7, very strong economy	6	6	5	7	9	8				
6	10	9	11	11	10	11				
5	33	32	33	32	31	32				
4	23	22	25	24	22	22				
3	17	19	15	15	15	14				
2	5	4	5	5	6	6				
1, very weak economy	7	7	6	6	6	7				
Not sure	-		1	1						
Mean	4.2	4.2	4.3	4.3	4.3	4.3				

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								
	3/1-3 &	3/14-	2/15-17 &	2/1-3 &	1/18-21 &	1/4-6 &				
	3/14-17/02	17/02	3/1-3/02	2/15-17/02	2/1-3/02	1/18-21/02				
Much stronger	7	7	7	8	8	9				
Somewhat stronger	35	34	34	32	33	32				
About the same	46	45	47	48	47	46				
Somewhat weaker	8	10	8	8	8	9				
Much weaker	3	3	3	3	3	3				
Not sure	1	1	1	1	1	1				
Total Stronger	42	41	41	41	41	41				
Total Weaker	12	13	10	11	11	12				

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								
	3/1-3 &	3/14-	2/15-17 &	2/1-3 &	1/18-21 &	1/4-6 &				
	3/14-17/02	17/02	3/1-3/02	2/15-17/02	2/1-3/02	1/18-21/02				
7, very strong	10	9	10	11	13	12				
6	14	13	15	16	17	16				
5	32	30	32	30	28	29				
4	20	20	20	20	19	18				
3	11	11	10	9	9	10				
2	4	5	4	4	4	4				
1, very weak	9	9	8	8	8	9				
Not sure	2	2	1	1	1	1				
Mean	11	11	15	15	16	15				

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								
	3/1-3 &	3/14-	2/15-17 &	2/1-3 &	1/18-21 &	1/4-6 &			
	3/14-17/02	17/02	3/1-3/02	2/15-17/02	2/1-3/02	1/18-21/02			
Much stronger	12	12	13	13	13	13			
Somewhat stronger	30	30	30	30	31	32			
About the same	51	49	51	50	50	49			
Somewhat weaker	5	4	5	4	4	4			
Much weaker	2	2	2	1	1	1			
Not sure	1	1	1	1	1				
Total Stronger	42	42	42	44	44	45			
Total Weaker	6	7	6	5	4	6			

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									
	3/1-3 &	3/1-3 & 3/14- 2/15-17 & 2/1-3 & 1/18-21 & 1/4-6								
	3/14-17/02	17/02	3/1-3/02	2/15-17/02	2/1-3/02	1/18-21/02				
More comfortable	35	35	35	34	34	33				
Less comfortable	44	42	44	44	45	46				
No change (VOL)	20	22	20	20	19	20				
Not sure	1	2	1	1	1	1				

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

	ALL ADULTS							
	3/1-3 &	3/14-	2/15-17 &	2/1-3 &	1/18-21 &	1/4-6 &		
	3/14-17/02	17/02	3/1-3/02	2/15-17/02	2/1-3/02	1/18-21/02		
More comfortable	43	42	42	40	40	38		
Less comfortable	37	36	37	38	38	39		
No change (VOL)	19	20	20	21	21	22		
Not sure	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							
	3/1-3 &	3/14-	2/15-17 &	2/1-3 &	1/18-21 &	1/4-6 &		
	3/14-17/02	17/02	3/1-3/02	2/15-17/02	2/1-3/02	1/18-21/02		
More confident	40	39	41	39	39	37		
Less confident	44	45	43	45	46	45		
No change (VOL)	14	15	14	14	13	16		
Not sure	2	1	2	2	2	1		

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					
	3/1-3 &	3/14-	2/15-17 &	2/1-3 &	1/18-21 &	1/4-6 &
	3/14-17/02	17/02	3/1-3/02	2/15-17/02	2/1-3/02	1/18-21/02
More confident	42	40	44	42	42	43
Less confident	40	40	40	41	40	39
No change (VOL)	16	18	15	15	16	17
Not sure	2	2	2	2	2	2

16a. Thinking of the <u>last</u> 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						
	3/1-3 &	3/1-3 & 3/14- 2/15-17 & 2/1-3 & 1/18-21 & 1/4-6 &					
	3/14-17/02	17/02	3/1-3/02	2/15-17/02	2/1-3/02	1/18-21/02	
Yes	44	44	43	43	42	43	
No	56	55	56	56	58	57	
Not sure	-	-	-	-	-	-	

16b. Now look ahead at the <u>next</u> 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					
	3/1-3 &	3/14-	2/15-17 &	2/1-3 &	1/18-21 &	1/4-6 &
	3/14-17/02	17/02	3/1-3/02	2/15-17/02	2/1-3/02	1/18-21/02
Extremely likely	7	7	8	8	7	7
Very likely	12	11	11	12	13	13
Somewhat likely	29	28	29	30	30	30
Not very likely	33	32	34	33	32	31
Not at all likely	18	19	17	16	17	17
Not sure	2	2	1	1	1	1
Total Likely	19	18	19	19	20	20
Total Not Likely	51	52	50	49	49	49

#### DEMOGRAPHICS

- 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:

	ALL ADULTS
	3/1-3 &
	3/14-17/02
18-34	32
35-49	30
50-64	22
65 and over	15
Refused/not sure	1

D2a. Are you employed:

	ALL ADULTS
	3/1-3 &
	3/14-17/02
Full time	54
Part time	12
Not employed	15
Retired	19
Refused/not sure	-

### (Q.D2b ASKED ONLY OF THOSE WHO ARE EMPLOYED FULL OR PART-TIME IN Q.2a.)

D2b. 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?

	ALL ADULTS
	3/1-3 &
	3/14-17/02
Professional	16
Senior executive or manager	7
Clerical or administrative	8
Sales or services	10
A skilled trade or technical occupation	12
Blue-collar work or laborer	6
Farming or fishing	-
Other (VOL)	6
Refused/not sure	-
Not Employed Full/Part Time (Q.2a)	34

## D3. What is the last year of school you completed?

	ALL ADULTS
	3/1-3 &
	3/14-17/02
Grade school or some high school	8
Completed high school	25
Some community college or university, but	
did not finish	22
Completed technical school or a	
community college	15
Completed a university or Bachelor's degree	19
Completed a post-graduate degree such as a	
Master's or Ph.D.	12
Refused/not sure	-

D4. Are you currently married?

	ALL ADULTS
	3/1-3 &
	3/14-17/02
Yes	53
No	47
Refused/not sure	-

D5. Including yourself and any children, how many people are currently living in your household?

	ALL ADULTS
	3/1-3 &
	3/14-17/02
1	22
2	33
3	18
4	15
5	7
6 or more	4
Refused/not sure	-

### (Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

	ALL ADULTS
	3/1-3 &
	3/14-17/02
ANY CHILDREN – NET	36
Under 6	18
6-12	18
13-17	15
NO CHILDREN	63
Refused/not sure	1

D7. Now, I am going to read a list of income ranges. When I get to the income range that best describes your household income from all sources in 2000, please stop me. Was your household income for 2000:

	ALL ADULTS
	3/1-3 &
	3/14-17/02
Under \$15,000	12
\$15,000 to less than \$20,000	9
\$20,000 to less than \$25,000	9
\$25,000 to less than \$30,000	7
\$30,000 to less than \$40,000	10
\$40,000 to less than \$50,000	9
\$50,000 to less than \$75,000	18
\$75,000 to less than \$100,000	9
\$100,000 or more	9
Refused/not sure	9

- D8a. Are you white, black, Asian, or some other race?
- D8b. Are you of Hispanic ethnicity?

#### (RESULTS SHOWN IN SUMMARY BELOW.)

	ALL ADULTS
	3/1-3 &
	3/14-17/02
White	80
Black	9
Hispanic	6
Asian	1
American Indian	1
Other	2
Refused	1

D9. Are you currently registered to vote at this address, or not?

	ALL ADULTS
	3/1-3 &
	3/14-17/02
Yes	78
No	21
Refused/not sure	1

D10a. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

# (IF "DEMOCRAT" TO Q.D10a, Q.D10b ASKED. IF "REPUBLICAN" TO Q.D10a, Q.D10c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.D10a, Q.D10d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

- D10b. Do you lean strongly or only moderately toward the Democratic Party?
- D10c. Do you lean strongly or only moderately toward the Republican Party?
- D10d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

	REGISTERED VOTERS
	3/1-3 & <u>3/14-17/02</u>
Strongly Republican	
Moderately Republican	25
Definitely Independent/neither	10
Moderately Democrat	28
Strongly Democrat	18
Refused/not sure	-
Total Republican	44
Total Democrat	46

D11. Do you currently own stocks, bonds or mutual funds?

	ALL ADULTS
	3/1-3 &
	3/14-17/02
Yes	50
No	48
Refused/not sure	2

D12. Do you currently have an operating firearm in your home, or not?

	ALL ADULTS
	3/1-3 &
	3/14-17/02
Yes	37
No	61
Refused/not sure	2

D13. Are you, or is anyone else in your household, a member of a labor union?

	ALL ADULTS
	3/1-3 &
	3/14-17/02
Yes	15
No	84
Refused/not sure	1

D14a. What religion were you brought up in? Protestant, Catholic, Jewish, or some other religion?

	ALL ADULTS
	3/1-3 &
	3/14-17/02
Protestant	57
Catholic	29
Jewish	2
Some other religion	6
Not raised religiously (VOL)	2
Refused/not sure	4

D14b. Would you describe yourself as either a fundamentalist or born-again Christian, or neither?

	ALL ADULTS
	3/1-3 &
	3/14-17/02
Born-again Christian	27
Fundamentalist	6
Neither	65
Refused/not sure	2

**REGION:** 

	ALL ADULTS
	3/1-3 &
	3/14-17/02
Northeast	20
Midwest	23
South	35
West	22

### **METROPOLITAN STATUS:**

	ALL ADULTS
	3/1-3 &
	3/14-17/02
Urban	26
Suburban	48
Rural	26

## **GENDER:**

	ALL ADULTS
	3/1-3 &
	3/14-17/02
Male	48
Female	52