

March 18-20, 2003 interviews: 1,027 adults, 804 registered voters April 1-3,2003 interviews: 1,003 adults, 788 registered voters Margin of error: ±3.1 for all adults, ±3.6 for registered voters Combined interviews: 2,030 adults,1,592 registered voters Margin of error: ±2.2 for all adults, ±2.5 for registered voters

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# IPSOS PUBLIC AFFAIRS/COOK POLITICAL REPORT NATIONAL POLL IPSOS/CONSUMER ECONOMICS POLL RELEASE DATE: APRIL 4, 2003 PROJECT #60-3663-66

NOTE: all results shown are percentages unless otherwise labeled.

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			
Right direction	3/18- <u>4/3/03</u> 54	4/1 <u>3/03</u> 55	3/4- <u>20/03</u> 44	2/18- <u>3/6/03</u> 37	2/4- <u>20/03</u> 39	1/21- <u>2/6/03</u> 37	1/7- <u>23/03</u> 39
Wrong track	39 7	38 7	46 10	54 9	51 10	50 13	52 9
				4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>
				Quarter OND 02	Quarter JAS 02	Quarter AMJ 02	Quarter JFM 02
				43	46	54	63
				50	48	39	32
				7	6	7	5

2. 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?

[			Re	GISTERED VO	TERS		
	3/18-	4/1	3/4-	2/18-	2/4-	1/21-	1/7-
	4/3/03	<u>3/03</u>	20/03	3/6/03	20/03	2/6/03	23/03
Strongly approve	44	45	37	31	33	32	31
Somewhat approve	10	9	11	12	12	14	15
Lean toward approval	10	10	9	10	11	10	10
Still have mixed feelings	3	2	4	4	3	4	4
Lean toward disapproval	11	11	12	13	14	14	15
Somewhat disapprove	3	2	5	6	6	5	4
Strongly disapprove	19	20	22	23	20	20	20
Not sure	-	1	-	1	11	1	1
Total Approve	63	64	56	53	56	56	56
Total Disapprove	34	33	39	42	39	39	40
Mean Rating <sup>1</sup>	4.8	4.9	4.5	4.3	4.5	4.5	4.5
				4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>
				Quarter	Quarter	Quarter	Quarter
				OND 02	<u>JAS 02</u>	<u>AMJ 02</u>	<u>JFM 02</u>
				35	34	41	50
				15	16	19	16
				12	15	13	11
				2	2	2	2
				14	14	12	10
				5	5	4	3
				17	13	9	7
				-	1	-	
				63 35	65 32	73 25	77 21
				33	<b>52</b>	20	41

<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?

				REGISTE	RED VOTER	S					
	Strongly Ap- prove	Some- what Ap- prove	Lean Toward Ap- proval	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	<u> </u>	<u> </u>	<u> </u>		<u> </u>	<u> </u>	<u> </u>			<u></u>	
3/18-4/3/03	25	16	13	4	10	8	23	1	54	41	4.2
4/1-3/03	25	18	12	3	11	7	23	1	55	41	4.3
3/4-20/03	21	15	12	4	9	10	27	2	48	47	3.9
2/18-3/6/03	20	17	9	3	11	10	28	2	46	49	3.9
2/4-20/03	21	17	11	3	11	9	26	2	49	46	4.0
1/21-2/6/03	20	16	12	4	10	9	27	2	48	45	4.0
1/7-23/03	21	17	12	3	12	10	24	1	50	46	4.0
4 <sup>th</sup> quarter OND 02	21	18	13	3	12	10	22	1	53	44	4.2
3 <sup>rd</sup> quarter JAS 02	21	19	15	2	14	9	19	1	55	42	4.3
2 <sup>nd</sup> quarter AMJ 02	27	23	12	2	12	8	15	1	63	34	4.7
1 <sup>st</sup> quarter JFM 02	31	21	14	2	11	7	14	1	66	32	4.8
Handling domestic issues like health care, education, the environment and energy											
3/18-4/3/03	23	18	11	2	12	7	25	2	52	44	4.2
4/1-3/03	22	20	11	3	10	7	25	2	53	42	4.2
3/4-20/03	21	16	11	4	12	9	26	1	48	47	4.0
2/18-3/6/03	19	17	11	4	13	9	26	1	47	48	3.9
2/4-20/03	21	18	10	4	13	8	24	2	49	45	4.1
1/21-2/6/03	21	16	11	6	10	9	25	2	48	44	4.0
1/7-23/03	20	18	13	4	11	9	24	1	51	44	4.1
4 <sup>th</sup> quarter OND 02	20	19	14	3	12	9	22	1	52	43	4.1
3 <sup>rd</sup> quarter JAS 02	20	19	14	3	14	8	21	1	53	43	4.2
2 <sup>nd</sup> quarter AMJ 02	22	20	14	3	13	8	19	1	56	40	4.4
1 <sup>st</sup> quarter JFM 02	25	20	16	2	12	7	17	1	61	36	4.6
Handling foreign policy issues and the war on terrorism											
3/18-4/3/03	49	11	7	3	9	4	17	-	67	30	5.1
4/1-3/03	50	11	7	3	9	4	15	1	68	28	5.2
3/4-20/03	43	10	7	4	9	5	21	1	61	34	4.8
2/18-3/6/03	39	10	9	4	11	5	21	1	58	37	4.6
2/4-20/03	40	12	9	3	12	5	18	1	60	35	4.8
1/21-2/6/03	40	11	7	4	12	5	19	2	58	36	4.7
1/7-23/03	39	12	8	2	13	5	20	1	59	37	4.7
4 <sup>th</sup> quarter OND 02	42	13	10	3	11	6	14	1	65	31	5.0
3 <sup>rd</sup> quarter JAS 02	44	14	12	3	12	4	10	1	70	26	5.2
2 <sup>nd</sup> quarter AMJ 02	47	16	11	2	10	4	9	1	74	23	5.4
1 <sup>st</sup> quarter JFM 02	59	14	10	1	7	2	6	-	83	15	5.9

<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 ...

			Red	SISTERED VOT	TERS		
	3/18- <u>4/3/03</u>	4/1 <u>3/03</u>	3/4- 20/03	2/18- <u>3/6/03</u>	2/4- <u>20/03</u>	1/21- <u>2/6/03</u>	1/7- <u>23/03</u>
Definitely vote to reelect Bush as President Consider voting for	46	46	42	39	41	41	41
someone else  Definitely vote for	20	20	21	24	24	24	25
someone else	31	30	34	34	32	32	31
Not sure	3	4	3	3	3	3	3
				4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>
				Quarter OND 02	Quarter JAS 02	Quarter AMJ 02	Quarter <u>JFM 02</u>
				44	42	50	54
				25	29	25	24
				28	26	22	20
				3	3	3	2

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

				REG	ISTERED VO	TERS			
•						4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>
	3/18-	4/1	3/4-	10/15-	10/1-	Quarter	Quarter	Quarter	Quarter
	4/3/03	3/03	20/03	27/02	17/02	OND 02	JAS 02	AMJ 02	JFM 02
Republicans	46	47	41	42	43	43	43	44	43
Democrats	41	41	42	45	45	45	44	40	41
Neither (VOL)	9	8	12	9	8	8	9	12	12
Not sure	4	4	5	4	4	4	4	4	4

# (ASKED OF HALF THE SAMPLE.)

7a. In your opinion, what are the most important problems facing the U.S. today? (PROBE:) What are some other important problems facing the U.S.?

		ALL A	DULTS	
	4/1-	3/03		9/03
	Most	All	Most	All
	Imp.	Imp.	lmp.	Imp.
	<u>Probs</u>	<u>Probs</u>	<u>Probs</u>	<u>Probs</u>
FOREIGN AFFAIRS (net)	51	64	50	70
Terrorism, terrorist attacks	20	27	23	31
Wars, unrest throughout the world	17	23	13	18
War with Iraq (any mentions about Iraq)	5	6	5	8
Immigration, letting too many people in, lack of security	4	7	1	5
Improve defense, military readiness	3	4	3	4
Too much focus on other countries, need to be tougher	•	•		_
on other countries	2	3	2	5
Other foreign affairs mentions	6	12	11	19
ECONOMY (net)	43	59	44	68
Economy (unspecified)	31	40	36	51
Unemployment, lack of jobs	9	16	9	19
Taxes, taxes are too high	4	6	3	5
Cost of living is too high	2	3	1	2
Stock market uncertainty, devaluation	1	2	1	2
Corporate irresponsibility, corruption, fraud, deception,		4		2
accounting scandals	-	1	1	2
Other economy mentions	5	9	3	9
DOMESTIC ISSUES (net)	43	67	38	69
Education (subnet)	10	24	9	22
Education (unspecified)	8	19	8	15
Lack of funding for schools	1	3	1	2
More structure in schools, standardized	-	1	-	-
Uneducated people (e.g. literacy issues)	-	-	-	1
Problems with public schools	-	-	-	1
Other education mentions	1	3	1	7
Political Leaders (subnet)	6	10	6	11
Government, politicians (other mentions)	3	7	4	8
The president, George W. Bush in office	2	4	2	3
Morality (subnet)	5	9	6	11
Morals, moral decay	1	2	-	2
Race relations, racism	1	2	-	2
Don't care for others, people don't care	1	2	-	-
Not family oriented, family values, breakdown of	4	4		4
family unit	1 1	1	1	1
Youth, no respect for elders, how kids behave	3	1	-	I
Other morality mentions	-	5	4	6
Crime/Drugs (subnet)	4	9	2	8
Drugs, issues related to drug use, abuse	2	4	1	3
Crime (unspecified)	1	2	1	3
Violence, domestic violence	1	2		7
Teen violence (e.g. violence at schools, gangs)	-	1	1	1
Other crime mentions	1	2	-	2

Q.7a (cont.)		ALL A	DULTS	
	4/1-	3/03	1/7-	9/03
	Most	All	Most	All
	Imp.	Imp.	Imp.	Imp.
	<u>Probs</u>	<u>Probs</u>	<u>Probs</u>	<u>Probs</u>
Environment (subnet)	4	10	3	10
Environment, pollution (unspecified)	3	9	3	8
Other environmental mentions	1	2	-	2
Energy Crisis (subnet)	2	4	2	4
Gas prices	1	2	1	1
Energy (unspecified)	-	1	-	1
Oil shortage	-	1	1	1
Other energy crisis mentions	1	1	-	2
Other Domestic Issues (subnet)	20	37	18	39
Health care, coverage	15	29	11	27
Poverty, hunger, homelessness	6	9	5	10
Abortion	2	2	1	1
Social Security	1	4	3	10
<u>OTHER</u>	9	16	4	11
Nothing, nothing else	_	-	-	_
Not sure	3	3	3	2

7b. What are some of the biggest problems and challenges you and your family face today? **(PROBE:)** What are some other problems or challenges you face these days?

		ALL A	DULTS	
	4/1-	3/03	1/7-	9/03
	Most Imp. <u>Probs</u>	All Imp. <u>Probs</u>	Most Imp. <u>Probs</u>	All Imp. <u>Probs</u>
COST OF LIVING (net)	47	55	49	62
Finances, financial problems, economics (unspecified)	21	26	25	31
Money, lack of money	8	9	10	15
Cost of living, making ends meet	7	11	7	11
Taxes, taxes too high (e.g. local taxes, property taxes)	5	8	7	12
Stock market uncertainty, devaluation	3	4	4	5
Bills, paying bills on time	2	4	1	3
Saving for retirement, having enough for retirement	2	2	1	3
Other cost of living mentions	5	8	4	8
HEALTH ISSUES (net)	20	31	21	33
Health care	17	25	18	28
Health issues, health, illness (unspecified)	2	3	3	4
Getting older, old age	2	3	1	2
Caring for parents, health care for parents	1	1	-	1
Maintaining health, staying healthy	-	1	-	1
Other health issue mentions	-	2	1	1
RAISING/EDUCATING CHILDREN (net)	13	22	8	17
General education issues (e.g. cost, quality)	8	13	3	8
Paying for education	3	5	3	4
Bringing children up right, keep on the right track	1	2	-	1
Bad influences on children (e.g. peer pressure, drugs)	1	1	-	1
Other raising children mentions	1	2	2	4
EMPLOYMENT ISSUES (net)	10	20	12	17
Unemployment, keeping job	8	16	6	8
Job satisfaction, challenged on the job	1	1	-	-
Other employment issues mentions	2	4	7	9
TIME MANAGEMENT (net)	1	1	1	1
Finding enough time in the day, free time, time management	_	-	-	-
Work too much	-	-	-	-
Other time management mentions	-	-	-	-
OTHER (net)	21	34	18	34
War with Iraq (any mentions about Iraq)	5	8	3	6
Crime, violence	1	2	1	3
Terrorism, terrorist attacks	1	2	1	2
Other comments	16	27	14	28
Nothing, nothing else	15	15	11	11
Not sure	3	3	6	6

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			
	3/18-	4/1	3/4-	2/18-	2/4-	1/21-	1/7-
	4/3/03	<u>3/03</u>	20/03	3/6/03	20/03	<u>2/6/03</u>	<u>23/03</u>
7, very strong economy	5	6	4	4	4	4	4
6	9	10	8	7	7	7	7
5	31	30	28	27	26	27	30
4	25	25	24	24	25	23	23
3	18	17	19	20	19	18	18
2	5	6	7	8	7	8	8
1, very weak economy	6	5	9	10	10	11	9
Not sure	1	1	1		2	2	1
Total 6-7	14	15	12	11	11	11	12
Total 1-3	29	28	35	38	37	37	34
Mean	4.2	4.2	4.0	3.9	3.9	3.9	4.0
				4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>
				Quarter	Quarter	Quarter	Quarter
				OND 02	JAS 02	<u>AMJ 02</u>	JFM 02
				5	6	6	7
				9	10	11	11
				29	31	34	32
				24	23	23	23
				17	16	14	15
				7	5	5	5
				8	8	6	7
				1	11	1	_
				14 32	16 29	16 26	17 27
				<b>4.1</b>	4.2	4.3	4.3
					·· <b>-</b>		

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			
	3/18-	4/1	3/4-	2/18-	2/4-	1/21-	1/7-
	4/3/03	<u>3/03</u>	20/03	3/6/03	<u>20/03</u>	2/6/03	23/03
Much stronger	7	7	7	7	6	6	5
Somewhat stronger	27	27	23	22	21	20	24
About the same	44	47	43	47	50	51	51
Somewhat weaker	13	12	16	15	14	13	13
Much weaker	6	5	7	7	7	7	5
Not sure	3	2	4	2	2	3	2
Total Stronger	34	34	30	28	27	26	29
Total Weaker	19	17	23	23	21	20	18
				4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>
				Quarter	Quarter	Quarter	Quarter
				OND 02	JAS 02	AMJ 02	JFM 02
				5	6	6	8
				24	24	31	33
				52	55	51	46
				12	10	8	8
				5	4	3	3
				2	11	1	11
				30 17	30 14	37 11	41 11

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.

<u>-</u>							
<u>-</u>				ALL ADULTS			
	3/18-	4/1	3/4-	2/18-	2/4-	1/21-	1/7-
	4/3/03	<u>3/03</u>	20/03	3/6/03	20/03	2/6/03	23/03
7, very strong	9	9	10	9	8	10	9
6	15	14	15	14	13	13	15
5	31	32	29	29	28	28	28
4	18	18	18	20	21	20	20
3	11	12	11	11	11	10	11
2	6	6	4	4	6	5	5
1, very weak	8	8	10	11	11	11	11
Not sure	2	1	3	2	2	3	1
Total 6-7	25	23	25	23	22	23	24
Total 1-3	25	25	25	26	26	26	27
Mean	4.4	4.4	4.4	4.3	4.3	4.3	4.3
				4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>
				Quarter	Quarter	Quarter	Quarter
				OND 02	JAS 02	AMJ 02	JFM 02
				10	10	9	11
				14	15	14	15
				31	30	31	30
				19	19	20	19
				11	11	11	10
				4	5	5	4
				10	9	9	9
				1	1	11	11
				24	25	23	26
				25	24	24	23
				4.4	4.4	4.4	4.5

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	1		
	3/18-	4/1	3/4-	2/18-	2/4-	1/21-	1/7-
	4/3/03	3/03	20/03	3/6/03	20/03	2/6/03	23/03
Much stronger	12	13	10	10	12	13	12
Somewhat stronger	28	28	26	25	24	23	26
About the same	50	48	52	52	52	51	49
Somewhat weaker	6	6	7	7	7	8	8
Much weaker	3	4	3	4	3	3	3
Not sure	1	1	2	2	2	2	2
Total Stronger	40	41	36	36	36	36	38
Total Weaker	10	10	10	10	10	11	11

4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>
Quarter	Quarter	Quarter	Quarter
OND 02	JAS 02	AMJ 02	JFM 02
10	11	11	13
29	29	29	31
51	51	52	50
7	6	5	4
2	2	2	2
1	11	1	1
39	40	40	44
9	8	7	6

## Now I'd like you to think about how your personal financial situation has changed in the <u>past</u> 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			
	3/18-	4/1	3/4-	2/18-	2/4-	1/21-	1/7-
	4/3/03	<u>3/03</u>	20/03	3/6/03	20/03	2/6/03	23/03
More comfortable	32	32	30	28	28	27	28
Less comfortable	45	45	46	50	48	47	49
No change (VOL)	21	22	21	20	22	24	22
Not sure	2	1	3	2	2	2	1
				4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>
				Quarter	Quarter	Quarter	Quarter
				OND 02	JAS 02	<u>AMJ 02</u>	JFM 02
				32	32	36	34
				48	49	43	45
				19	18	19	20
				1	1	2	1

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

				ALL ADULTS			
	3/18-	4/1	3/4-	2/18-	2/4-	1/21-	1/7-
	4/3/03	<u>3/03</u>	20/03	3/6/03	20/03	2/6/03	23/03
More comfortable	37	36	36	35	35	33	35
Less comfortable	38	38	40	44	42	41	42
No change (VOL)	24	25	23	20	21	24	22
Not sure	1	1	1	1	2	2	1
				4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>
				Quarter	Quarter	Quarter	Quarter
				OND 02	JAS 02	AMJ 02	JFM 02
				38	39	43	41
				42	43	36	38
				20	17	20	21
				-	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?

г							
				ALL ADULTS	1		
	3/18-	4/1	3/4-	2/18-	2/4-	1/21-	1/7-
	4/3/03	<u>3/03</u>	20/03	3/6/03	20/03	2/6/03	23/03
More confident	36	34	35	34	33	32	34
Less confident	45	47	44	48	47	44	47
No change (VOL)	17	18	18	16	17	21	18
Not sure	2	1	3	2	3	3	1
				4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>
				Quarter	Quarter	Quarter	Quarter
				OND 02	JAS 02	AMJ 02	JFM 02
				37	39	42	39
				46	45	41	45
				15	14	15	15
				2	2	2	2

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	i		
	3/18- 4/3/03	4/1 <u>3/03</u>	3/4- 20/03	2/18- 3/6/03	2/4- 20/03	1/21- <u>2/6/03</u>	1/7- <u>23/03</u>
More confident	39	<u>37</u>	35	34	35	34	35
Less confident	41	42	44	48	46	43	46
No change (VOL)	17	19	18	15	15	19	16
Not sure	3	2	3	3	4	4	3
				4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>
				Quarter	Quarter	Quarter	Quarter
				OND 02	JAS 02	AMJ 02	JFM 02
				35	37	44	42
				49	49	39	40
				14	12	15	16
				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	l		
Yes	3/18- <u>4/3/03</u> 42	4/1 <u>3/03</u> 44	3/4- <u>20/03</u> 42	2/18- <u>3/6/03</u> 44	2/4- <u>20/03</u> 43	1/21- <u>2/6/03</u> 44	1/7- <u>23/03</u> 45
No Not sure	57 1	55 1	57 1	55 1	56 1	55 1	54 1
				4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>
				Quarter OND 02	Quarter JAS 02	Quarter AMJ 02	Quarter JFM 02
				44	42	42	43
				56	58	57	57
				-	-	1	-

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			
	3/18-	4/1	3/4-	2/18-	2/4-	1/21-	1/7-
	4/3/03	3/03	20/03	3/6/03	20/03	2/6/03	23/03
Extremely likely	8	8	9	9	7	8	9
Very likely	13	13	13	13	14	15	14
Somewhat likely	28	28	28	30	29	29	30
Not very likely	32	32	29	28	28	26	29
Not at all likely	16	16	17	17	17	17	16
Not sure	3	3	4	3	5	5	2
Total Likely	21	21	23	22	21	23	23
Total Not Likely	48	48	45	45	44	43	45
-							
				4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>
				Quarter	Quarter	Quarter	Quarter
				OND 02	JAS 02	<u>AMJ 02</u>	JFM 02
				9	8	6	7
				13	12	11	12
				30	30	28	29
				30	31	34	32
				16	18	19	17
				2	1	2	11
				22	20	18	20
				45	48	53	50

### **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
	3/18-
	4/3/03
18-34	31
35-49	31
50-64	21
65 and over	16
Refused/not sure	1

D2a. Are you employed:

	ALL ADULTS
	3/18-
	4/3/03
TOTAL EMPLOYED	63
Full time	51
Part time	12
Not employed	17
Retired	19
Refused/not sure	1

## (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
	3/18-
	4/3/03
Professional	13
Senior executive or manager	8
Clerical or administrative	7
Sales or services	10
A skilled trade or technical occupation	10
Blue-collar work or laborer	6
Farming or fishing	1
Other (VOL)	7
Refused/not sure	1
Not Employed Full/Part Time (Q.2a)	37

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

	ALL ADULTS
	3/18-
	4/3/03
Grade school or some high school	8
Completed high school	26
Some community college or university, but	
did not finish	23
Completed technical school or a	
community college	11
Completed a university or Bachelor's degree	20
Completed a post-graduate degree such as a	
Master's or Ph.D	11
Refused/not sure	1

D4. Are you currently married?

	ALL ADULTS
	3/18-
	4/3/03
Yes	58
No	41
Refused/not sure	1

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

	ALL ADULTS
	3/18-
	4/3/03
1	17
2	33
3	19
4	16
5	9
6 or more	5
Refused/not sure	1

## (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
	3/18-
	4/3/03
ANY CHILDREN - NET	38
Under 6	19
6-12	19
13-17	15
NO CHILDREN	60
Refused/not sure	2

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 2001, please stop me. Was your household income for 2001:

	ALL ADULTS
	3/18-
	4/3/03
Under \$15,000	11
\$15,000 to less than \$20,000	7
\$20,000 to less than \$25,000	8
\$25,000 to less than \$30,000	7
\$30,000 to less than \$40,000	9
\$40,000 to less than \$50,000	9
\$50,000 to less than \$75,000	16
\$75,000 to less than \$100,000	11
\$100,000 or more	11
Refused/not sure	11

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

## (RESULTS SHOWN IN SUMMARY BELOW.)

	ALL ADULTS
	3/18-
	4/3/03
White	78
Black	9
Hispanic	6
Asian	1
American Indian	1
Other	2
Refused	3

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

	ALL ADULTS
	3/18-
	4/3/03
Yes	76
No	24
Refused/not sure	_

#### (Q.D10a-c ASKED ONLY OF THOSE WHO SAY THEY ARE REGISTERED TO VOTE IN Q.D9.)

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?

	ALL ADULTS
	3/18-
	4/3/03
Strongly Republican	22
Moderately Republican	24
Definitely Independent/neither	10
Moderately Democrat	25
Strongly Democrat	17
Refused/not sure	2
Total Republican	46
Total Democrat	43

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

	ALL ADULTS
	3/18-
	4/3/03
Yes	52
No	45
Refused/not sure	3

#### (Q.D12 ASKED ONLY OF THOSE WHO SAY THEY OWN STOCKS, BONDS OR MUTUAL FUNDS IN Q.D11.)

D12. In 2001, 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?

	INVESTORS
	3/18-
	4/3/03
None	38
1 time	17
2 times	12
3 times	7
4 times	4
5 to 9 times	8
10 to 14 times	4
15 to 19 times	1
20 to 24 times	1
25 times or more	2
Refused/not sure	6
Active Investors (5 times or more)	16

D13. Do you own your home, or do you rent?

	ALL ADULTS
	3/18-
	4/3/03
Own	70
Rent	28
Refused/not sure	2

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

	ALL ADULTS
	3/18-
	4/3/03
Protestant	57
Catholic	29
Jewish	2
Some other religion	5
Not raised religiously (VOL)	2
Refused/not sure	5

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

	ALL ADULTS
	3/18-
	4/3/03
Born-again Christian	27
Fundamentalist	7
Neither	63
Refused/not sure	3

## **REGION:**

	ALL ADULTS
	3/18-
	4/3/03
Northeast	20
Midwest	23
South	35
West	22

# **METROPOLITAN STATUS:**

	ALL ADULTS
	3/18-
	4/3/03
Urban	29
Suburban	48
Rural	23

### **GENDER:**

	ALL ADULTS
	3/18-
	4/3/03
Male	48
Female	52