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IPSOS-PUBLIC AFFAIRS/COOK POLITICAL REPORT NATIONAL POLL
IPSOS/CONSUMER ECONOMICS POLL
RELEASE DATE: OCTOBER 10, 2003
PROJECT #81-4568-10

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						
	9/16- 10/9/03	10/7 - 9/03	9/2- 18/03	8/19- 9/4/03	8/5- 21/03	7/22- 8/8/03	7/8- 24/03
Right direction.....	38	39	38	39	40	41	43
Wrong track	56	54	57	55	53	53	51
Not sure	6	7	5	6	7	6	6
	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 st Quarter JFM 02
	41	52	41	43	46	54	63
	53	42	50	50	48	39	32
	6	6	9	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?

	REGISTERED VOTERS						
	9/16- 10/9/03	10/7 - 9/03	9/2- 18/03	8/19- 9/4/03	8/5- 21/03	7/22- 8/8/03	7/8- 24/03
Strongly approve.....	29	27	28	29	32	32	32
Somewhat approve.....	15	13	15	14	15	15	14
Lean toward approval.....	10	11	10	11	10	9	11
Still have mixed feelings.....	2	3	2	2	3	2	1
Lean toward disapproval.....	14	13	14	13	13	13	14
Somewhat disapprove.....	6	7	6	6	5	5	6
Strongly disapprove.....	24	26	24	24	21	23	22
Not sure.....	-	-	1	1	1	1	-
Total Approve.....	53	51	54	54	57	56	57
Total Disapprove.....	44	46	44	42	39	41	41
<i>Mean Rating¹.....</i>	<i>4.3</i>	<i>4.1</i>	<i>4.3</i>	<i>4.3</i>	<i>4.5</i>	<i>4.4</i>	<i>4.4</i>
	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 st Quarter JFM 02
	31	39	34	35	34	41	50
	15	12	13	15	16	19	16
	10	11	10	12	15	13	11
	2	2	4	2	2	2	2
	14	13	13	14	14	12	10
	5	4	5	5	5	4	3
	22	18	20	17	13	9	7
	1	1	1	-	1	-	-
	56	62	56	63	65	73	77
	41	35	39	35	32	25	21
	<i>4.4</i>	<i>4.8</i>	<i>4.5</i>	<i>4.8</i>	<i>4.9</i>	<i>5.3</i>	<i>5.6</i>

¹Mean 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?

REGISTERED VOTERS											
	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 Sure	Total Ap- prove	Total Disap- prove	Mean- Rating ¹
Handling the economy											
9/16-10/9/03	19	15	12	2	11	10	30	1	47	50	3.8
10/7-9/03	19	14	12	2	11	12	29	1	45	52	3.7
9/2-18/03	20	16	11	2	10	9	31	1	47	50	3.8
8/19-9/4/03	20	16	12	3	10	9	29	1	47	49	3.9
8/5-21/03	21	16	12	3	10	10	27	1	49	48	3.9
7/22-8/8/03	21	15	11	2	12	10	29	-	47	51	3.8
7/8-24/03	20	17	12	2	12	9	28	-	49	49	3.9
3 rd quarter JAS 03	20	16	12	2	11	9	29	1	48	49	3.9
2 nd quarter AMJ 03	22	16	12	3	11	8	27	1	51	46	4.0
1 st quarter JFM 03	21	16	11	3	11	10	26	2	49	46	4.0
4 th quarter OND 02	21	18	13	3	12	10	22	1	53	44	4.2
3 rd quarter JAS 02	21	19	15	2	14	9	19	1	55	42	4.3
2 nd quarter AMJ 02	27	23	12	2	12	8	15	1	63	34	4.7
1 st 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											
9/16-10/9/03	18	17	12	2	12	8	30	1	47	49	3.8
10/7-9/03	17	16	11	3	13	8	30	2	44	51	3.7
9/2-18/03	18	16	14	2	12	8	29	1	48	49	3.9
8/19-9/4/03	17	16	14	2	12	10	28	1	48	49	3.8
8/5-21/03	19	17	14	3	12	9	26	-	50	47	4.0
7/22-8/8/03	18	17	13	2	13	9	27	1	48	49	3.9
7/8-24/03	18	18	13	2	12	9	27	1	49	48	3.9
3 rd quarter JAS 03	19	17	13	2	12	9	27	1	49	48	3.9
2 nd quarter AMJ 03	19	18	13	3	12	8	26	1	50	47	4.0
1 st quarter JFM 03	21	17	11	4	12	9	25	1	49	46	4.0
4 th quarter OND 02	20	19	14	3	12	9	22	1	52	43	4.1
3 rd quarter JAS 02	20	19	14	3	14	8	21	1	53	43	4.2
2 nd quarter AMJ 02	22	20	14	3	13	8	19	1	56	40	4.4
1 st quarter JFM 02	25	20	16	2	12	7	17	1	61	36	4.6

¹Mean 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.

Q.3 (cont.)	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 Sure	Total Ap- prove	Total Disap- prove	Mean- Rating ¹
Handling foreign policy issues and the war on terrorism											
9/16-10/9/03	35	11	9	2	14	6	22	1	55	42	4.5
10/7-9/03	34	11	8	2	15	7	22	1	53	44	4.4
9/2-18/03	36	11	10	2	12	5	23	1	57	40	4.5
8/19-9/4/03	38	12	8	3	12	5	21	1	58	38	4.6
8/5-21/03	43	11	8	3	11	5	19	-	62	35	4.8
7/22-8/8/03	42	11	8	2	11	6	20	-	60	37	4.7
7/8-24/03	40	12	8	1	12	7	19	1	60	38	4.7
3 rd quarter JAS 03	40	11	9	2	12	6	20	-	60	38	4.7
2 nd quarter AMJ 03	48	11	9	2	10	5	14	1	68	29	5.2
1 st quarter JFM 03	41	11	8	3	11	5	20	1	60	36	4.7
4 th quarter OND 02	42	13	10	3	11	6	14	1	65	31	5.0
3 rd quarter JAS 02	44	14	12	3	12	4	10	1	70	26	5.2
2 nd quarter AMJ 02	47	16	11	2	10	4	9	1	74	23	5.4
1 st quarter JFM 02	59	14	10	1	7	2	6	-	83	15	5.9

¹Mean 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						
	9/16- 10/9/03	10/7 - 9/03	9/2- 18/03	8/19- 9/4/03	8/5- 21/03	7/22- 8/8/03	7/8- 24/03
Definitely vote to reelect Bush as President.....	39	36	40	39	42	42	40
Consider voting for someone else	24	26	23	25	23	22	25
Definitely vote for someone else	35	35	35	34	32	34	33
Not sure	2	3	2	2	3	2	2
	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 st Quarter JFM 02
	41	44	41	44	42	50	54
	24	23	23	25	29	25	24
	33	30	33	28	26	22	20
	2	3	3	3	3	3	2

***** BEGINNING SPECIAL SECTION *****

PAGE 5 SHOWS RESULTS FOR QUESTIONS ASKED ONLY ON OCTOBER 7-9, 2003 (1,001 ADULTS).

- 5a. If the election for president were held today and the candidates were George W. Bush for the Republicans and Wesley Clark for the Democrats, for which candidate would you vote – Bush or Clark?

	REGISTERED VOTERS
	10/7 - 9/03
George W. Bush.....	48
Wesley Clark.....	33
(DO NOT READ) Neither	9
Not sure	10

- 5b. If the election for president were held today and the candidates were George W. Bush for the Republicans and Howard Dean for the Democrats, for which candidate would you vote – Bush or Dean?

	REGISTERED VOTERS
	10/7 - 9/03
George W. Bush.....	50
Howard Dean	32
(DO NOT READ) Neither	10
Not sure	8

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							
	10/7- 9/03	8/5- 21/03 ¹	2 nd Quarter AMJ 03	3/4- 20/03 ¹	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 st Quarter JFM 02
Republicans.....	43	40	44	41	43	43	44	43
Democrats	46	45	43	42	45	44	40	41
Neither (VOL)	7	10	9	12	8	9	12	12
Not sure	4	5	4	5	4	4	4	4

¹In the third quarter 2003, this question was asked only in August (1,561 registered voters); in the first quarter 2003, it was only asked in March (1,585 registered voters).

***** END SPECIAL SECTION *****

(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 ADULTS					
	10/7-9/03		7/8-10/03		4/1-3/03	
	Most Imp. Probs	All Imp. Probs	Most Imp. Probs	All Imp. Probs	Most Imp. Probs	All Imp. Probs
<u>ECONOMY (net)</u>	50	65	47	63	43	59
Economy (unspecified)	33	41	31	41	31	40
Unemployment, lack of jobs	13	19	15	24	9	16
Taxes, taxes are too high	3	5	2	5	4	6
Cost of living is too high	2	2	1	1	2	3
Stock market uncertainty, devaluation	-	-	1	2	1	2
Corporate irresponsibility, corruption, fraud, deception, accounting scandals	-	-	-	1	-	1
Other economy mentions	9	14	3	7	5	9
<u>FOREIGN AFFAIRS (net)</u>	38	62	36	57	51	64
Terrorism, terrorist attacks	15	24	14	23	20	27
<u>War (subnet)</u>	11	21	9	15	22	29
Wars, unrest throughout the world	7	13	6	10	17	23
War with Iraq (any mentions about Iraq)	5	9	2	4	5	6
Improve defense, military readiness	4	6	3	5	3	4
Too much focus on other countries, need to be tougher on other countries	2	8	3	7	2	3
Immigration, letting too many people in, lack of security	1	3	3	6	4	7
Other foreign affairs mentions	8	13	8	13	6	12
<u>DOMESTIC ISSUES (net)</u>	38	61	43	69	43	67
<u>Education (subnet)</u>	9	18	11	23	10	24
Education (unspecified)	7	13	8	15	8	19
Lack of funding for schools	1	2	2	3	1	3
More structure in schools, standardized	-	-	-	1	-	1
Uneducated people (e.g. literacy issues)	-	-	-	1	-	-
Problems with public schools	-	-	-	1	-	-
Other education mentions	1	2	2	4	1	3
<u>Morality (subnet)</u>	6	11	8	13	5	9
Morals, moral decay	1	3	3	4	1	2
Not family oriented, family values, breakdown of family unit	1	1	-	1	1	1
Don't care for others, people don't care	1	1	-	1	1	2
Race relations, racism	1	3	1	2	1	2
Youth, no respect for elders, how kids behave	-	-	1	2	1	1
Other morality mentions	3	4	3	5	3	5
<u>Political Leaders (subnet)</u>	4	9	5	9	6	10
Government, politicians (other mentions)	3	8	3	6	3	7
The president, George W. Bush in office	1	3	3	4	2	4
<u>Crime/Drugs (subnet)</u>	3	5	4	8	4	9
Violence, domestic violence	1	1	-	1	1	2
Crime (unspecified)	1	2	1	2	1	2
Drugs, issues related to drug use, abuse	-	2	1	4	2	4
Teen violence (e.g. violence at schools, gangs)	-	-	-	1	-	1
Other crime mentions	-	-	1	2	1	2

Q.7a (cont.)

DOMESTIC ISSUES (cont.)

	10/7-9/03		7/8-10/03		4/1-3/03	
	Most Imp. Probs	All Imp. Probs	Most Imp. Probs	All Imp. Probs	Most Imp. Probs	All Imp. Probs
<u>Environment (subnet)</u>	2	5	3	8	4	10
Environment, pollution (unspecified)	2	5	3	6	3	9
Other environmental mentions	-	1	-	1	1	2
<u>Energy Crisis (subnet)</u>	2	3	-	3	2	4
Gas prices.....	1	1	-	1	1	2
Energy (unspecified)	-	1	-	1	-	1
Oil shortage.....	-	-	-	-	-	1
Other energy crisis mentions	-	1	-	1	1	1
<u>Other Domestic Issues (subnet)</u>	17	34	20	38	20	37
Health care, coverage	14	27	15	28	15	29
Poverty, hunger, homelessness.....	3	7	5	9	6	9
Abortion.....	1	1	-	1	2	2
Social Security	-	3	2	4	1	4
<u>OTHER</u>	6	12	8	17	9	16
Nothing, nothing else	-	-	-	-	-	-
Not sure	3	2	4	3	3	3

(ASKED OF HALF THE SAMPLE.)

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 ADULTS					
	10/7-9/03		7/8-10/03		4/1-3/03	
	Most Imp. Probs	All Imp. Probs	Most Imp. Probs	All Imp. Probs	Most Imp. Probs	All Imp. Probs
<u>COST OF LIVING (net)</u>	43	55	44	56	47	54
Finances, financial problems, economics (unspecified)	16	21	19	26	21	26
Money, lack of money	11	14	9	11	8	9
Taxes, taxes too high (e.g. local taxes, property taxes)	8	10	7	10	5	8
Cost of living, making ends meet	5	9	7	12	7	11
Saving for retirement, having enough for retirement	3	5	2	3	2	2
Energy prices	2	3	1	2	1	3
Bills, paying bills on time	2	2	2	2	2	4
Stock market uncertainty, devaluation	1	1	1	2	3	4
Other cost of living mentions	1	2	1	2	4	5
<u>HEALTH ISSUES (net)</u>	29	42	25	36	20	31
Health care	26	36	23	33	17	25
Health issues, health, illness (unspecified)	2	3	1	2	2	3
Getting older, old age	1	2	-	2	2	3
Maintaining health, staying healthy	-	-	-	1	-	1
Caring for parents, health care for parents	-	2	-	-	1	1
Other health issue mentions	-	1	-	-	-	2
<u>EMPLOYMENT ISSUES (net)</u>	14	23	15	19	10	20
Unemployment, keeping job	12	19	13	17	8	16
Job satisfaction, challenged on the job	-	-	-	1	1	1
Other employment issues mentions	2	5	1	2	2	4
<u>RAISING/EDUCATING CHILDREN (net)</u>	9	18	11	19	13	22
General education issues (e.g. cost, quality)	6	12	8	15	8	13
Paying for education	1	2	1	3	3	5
Bringing children up right, keep on the right track	-	1	-	1	1	2
Bad influences on children (e.g. peer pressure, drugs)	-	1	1	1	1	1
Other raising children mentions	2	3	1	2	1	2
<u>TIME MANAGEMENT (net)</u>	1	1	2	3	1	1
Finding enough time in the day, free time, time management	-	1	1	1	-	-
Work too much	-	-	-	1	-	-
Other time management mentions	-	-	-	1	-	-
<u>OTHER (net)</u>	15	29	18	33	21	34
War with Iraq (any mentions about Iraq)	2	4	2	4	5	8
Crime, violence	1	2	2	4	1	2
Terrorism, terrorist attacks	1	2	2	3	1	2
Other comments	12	24	14	27	16	27
Nothing, nothing else	9	9	10	10	15	15
Not sure	5	5	6	6	3	3

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							
	9/16- 10/9/03	10/7 - 9/03	9/2- 18/03	8/19- 9/4/03	8/5- 21/03	7/22- 8/8/03	7/8- 24/03
7, very strong economy	4	4	4	5	4	4	5
6	9	9	8	8	8	7	8
5	28	29	27	27	28	27	27
4	23	23	24	24	25	25	24
3	19	19	19	18	18	19	19
2	8	8	8	8	7	8	8
1, very weak economy	8	8	9	9	9	9	8
Not sure	1	-	1	1	1	1	1
Total 6-7	12	13	12	13	12	11	12
Total 1-3	36	35	37	35	34	36	35
Mean	4.0	4.0	3.9	4.0	4.0	3.9	4.0
	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 st Quarter JFM 02
	4	5	4	5	6	6	7
	8	8	8	9	10	11	11
	27	29	28	29	31	34	32
	24	24	24	24	23	23	23
	19	18	19	17	16	14	15
	8	7	7	7	5	5	5
	9	8	9	8	8	6	7
	1	1	1	1	1	1	-
	12	13	12	14	16	16	17
	35	33	35	32	29	26	27
	4.0	4.0	3.9	4.1	4.2	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						
	<u>9/16- 10/9/03</u>	<u>10/7 - 9/03</u>	<u>9/2- 18/03</u>	<u>8/19- 9/4/03</u>	<u>8/5- 21/03</u>	<u>7/22- 8/8/03</u>	<u>7/8- 24/03</u>
Much stronger.....	6	5	7	6	5	5	6
Somewhat stronger.....	26	27	26	26	28	29	26
About the same.....	51	49	52	52	51	50	51
Somewhat weaker	11	12	10	10	10	10	10
Much weaker	5	5	4	5	5	5	5
Not sure	1	2	1	1	1	1	2
Total Stronger	32	32	32	31	33	35	33
Total Weaker	16	17	15	15	15	15	15
	<u>3rd Quarter JAS 03</u>	<u>2nd Quarter AMJ 03</u>	<u>1st Quarter JFM 03</u>	<u>4th Quarter OND 02</u>	<u>3rd Quarter JAS 02</u>	<u>2nd Quarter AMJ 02</u>	<u>1st Quarter JFM 02</u>
	6	7	6	5	6	6	8
	27	28	23	24	24	31	33
	51	49	48	52	55	51	46
	10	10	14	12	10	8	8
	5	5	6	5	4	3	3
	1	1	3	2	1	1	1
	33	35	29	30	30	37	41
	15	15	20	17	14	11	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.

ALL ADULTS							
	9/16- 10/9/03	10/7 - 9/03	9/2- 18/03	8/19- 9/4/03	8/5- 21/03	7/22- 8/8/03	7/8- 24/03
7, very strong.....	10	9	10	10	10	10	9
6.....	15	13	16	15	15	16	15
5.....	28	30	28	27	28	30	29
4.....	20	21	20	21	19	18	21
3.....	11	11	10	11	12	12	11
2.....	5	5	5	5	5	5	5
1, very weak.....	10	10	9	9	9	7	8
Not sure.....	1	1	2	2	2	2	2
Total 6-7.....	25	22	26	25	26	26	24
Total 1-3.....	26	26	24	24	25	25	25
Mean.....	4.4	4.3	4.4	4.4	4.4	4.5	4.4
	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 st Quarter JFM 02
	10	9	9	10	10	9	11
	15	15	14	14	15	14	15
	28	29	28	31	30	31	30
	20	20	20	19	19	20	19
	11	11	11	11	11	11	10
	5	5	5	4	5	5	4
	9	10	11	10	9	9	9
	2	1	2	1	1	1	1
	25	24	23	24	25	23	26
	25	26	26	25	24	24	23
	4.4	4.4	4.3	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							
	9/16- 10/9/03	10/7 - 9/03	9/2- 18/03	8/19- 9/4/03	8/5- 21/03	7/22- 8/8/03	7/8- 24/03
Much stronger.....	12	11	10	10	11	11	11
Somewhat stronger.....	26	25	29	27	26	27	28
About the same.....	52	53	52	54	54	53	52
Somewhat weaker.....	7	8	6	6	6	5	6
Much weaker.....	2	2	2	2	2	3	2
Not sure.....	1	1	1	1	1	1	1
Total Stronger.....	38	36	39	37	37	39	39
Total Weaker.....	9	10	8	8	8	7	7
	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 st Quarter JFM 02
	11	12	12	10	11	11	13
	27	29	25	29	29	29	31
	53	51	51	51	51	52	50
	6	5	7	7	6	5	4
	2	2	3	2	2	2	2
	1	1	2	1	1	1	1
	38	40	37	39	40	40	44
	8	8	10	9	8	7	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						
	9/16- 10/9/03	10/7 - 9/03	9/2- 18/03	8/19- 9/4/03	8/5- 21/03	7/22- 8/8/03	7/8- 24/03
More comfortable	36	33	35	34	35	36	36
Less comfortable	43	44	45	45	44	43	42
No change (VOL)	20	22	19	19	20	20	20
Not sure	1	1	1	2	1	1	2
	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 st Quarter JFM 02
	35	34	29	32	32	36	34
	44	45	48	48	49	43	45
	20	20	21	19	18	19	20
	1	1	2	1	1	2	1

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

	ALL ADULTS						
	9/16- 10/9/03	10/7 - 9/03	9/2- 18/03	8/19- 9/4/03	8/5- 21/03	7/22- 8/8/03	7/8- 24/03
More comfortable	40	36	42	39	41	41	40
Less comfortable	40	42	39	40	39	38	39
No change (VOL)	19	21	18	20	19	20	20
Not sure	1	1	1	1	1	1	1
	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 st Quarter JFM 02
	41	39	35	38	39	43	41
	39	39	42	42	43	36	38
	19	21	22	20	17	20	21
	1	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						
	9/16- 10/9/03	10/7 - 9/03	9/2- 18/03	8/19- 9/4/03	8/5- 21/03	7/22- 8/8/03	7/8- 24/03
More confident	39	35	41	38	37	38	37
Less confident	44	45	44	45	46	46	46
No change (VOL)	16	18	14	15	16	14	15
Not sure	1	2	1	2	1	2	2
	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 st Quarter JFM 02
	38	38	34	37	39	42	39
	45	44	46	46	45	41	45
	15	16	17	15	14	15	15
	2	2	3	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						
	9/16- 10/9/03	10/7 - 9/03	9/2- 18/03	8/19- 9/4/03	8/5- 21/03	7/22- 8/8/03	7/8- 24/03
More confident	40	36	43	40	40	41	40
Less confident.....	43	44	42	43	42	42	43
No change (VOL).....	15	18	13	15	16	15	14
Not sure	2	2	2	2	2	2	3
	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 st Quarter JFM 02
	41	41	35	35	37	44	42
	42	42	45	49	49	39	40
	15	15	17	14	12	15	16
	2	2	3	2	2	2	2

- 16a. Thinking of the last 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						
	9/16- 10/9/03	10/7 - 9/03	9/2- 18/03	8/19- 9/4/03	8/5- 21/03	7/22- 8/8/03	7/8- 24/03
Yes.....	46	47	45	44	44	45	46
No	54	53	55	56	56	55	53
Not sure	-	-	-	-	-	-	1
	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 st Quarter JFM 02
	45	44	43	44	42	42	43
	55	56	56	56	58	57	57
	-	-	1	-	-	1	-

16b. Now look ahead at the next 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							
	9/16- 10/9/03	10/7 - 9/03	9/2- 18/03	8/19- 9/4/03	8/5- 21/03	7/22- 8/8/03	7/8- 24/03
Extremely likely	8	8	8	8	8	7	7
Very likely	13	13	13	13	13	13	15
Somewhat likely	32	33	30	31	32	33	32
Not very likely	28	28	30	30	30	30	29
Not at all likely	17	16	17	16	16	16	15
Not sure	2	2	2	2	1	1	2
Total Likely	22	21	21	21	21	20	21
Total Not Likely	45	44	47	46	45	46	45
	3 rd Quarter JAS 03	2 nd Quarter AMJ 03	1 st Quarter JFM 03	4 th Quarter OND 02	3 rd Quarter JAS 02	2 nd Quarter AMJ 02	1 st Quarter JFM 02
	7	8	9	9	8	6	7
	14	12	14	13	12	11	12
	32	30	29	30	30	28	29
	29	31	28	30	31	34	32
	16	17	16	16	18	19	17
	2	2	4	2	1	2	1
	21	20	22	22	20	18	20
	46	48	45	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
	9/16- 10/9/03
18-34	31
35-49	30
50-64	23
65 and over	15
Refused/not sure	1

D2a. Are you employed:

	ALL ADULTS
	9/16- 10/9/03
TOTAL EMPLOYED	62
Full time	50
Part time	13
Not employed	18
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
	9/16- 10/9/03
Professional	15
Senior executive or manager	7
Clerical or administrative	5
Sales or services	10
A skilled trade or technical occupation	11
Blue-collar work or laborer	6
Farming or fishing	1
Other (VOL)	7
Refused/not sure	-
Not Employed Full/Part Time (Q.D2a)	38

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

	ALL ADULTS
	9/16- 10/9/03
Grade school or some high school	7
Completed high school	23
Some community college or university, but did not finish	23
Completed technical school or a community college.....	15
Completed a university or Bachelor's degree	18
Completed a post-graduate degree such as a Master's or Ph.D.....	13
Refused/not sure	1

D4. Are you currently married?

	ALL ADULTS
	9/16- 10/9/03
Yes.....	56
No	43
Refused/not sure.....	1

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

	ALL ADULTS
	9/16- 10/9/03
1	19
2	33
3	20
4	15
5	8
6 or more.....	4
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
	9/16- 10/9/03
ANY CHILDREN – NET	38
Under 6	19
6-12.....	19
13-17.....	14
NO CHILDREN	61
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 2002, please stop me. Was your household income for 2002:

	ALL ADULTS
	9/16- 10/9/03
Under \$15,000	12
\$15,000 to less than \$20,000	7
\$20,000 to less than \$25,000	8
\$25,000 to less than \$30,000	6
\$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	12
\$100,000 or more	10
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
	9/16- 10/9/03
White	79
Black	8
Hispanic.....	6
Asian	2
American Indian	1
Other	1
Refused	3

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

	ALL ADULTS
	9/16- 10/9/03
Yes.....	75
No	24
Refused/not sure	1

(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
	9/16- 10/9/03
Strongly Republican	20
Moderately Republican	22
Definitely Independent/neither.....	10
Moderately Democrat	28
Strongly Democrat	19
Refused/not sure	1
Total Republican	42
Total Democrat	46

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

	ALL ADULTS
	9/16- 10/9/03
Yes.....	51
No	47
Refused/not sure	2

(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
	9/16- 10/9/03
None.....	39
1 time.....	19
2 times.....	12
3 times.....	6
4 times.....	4
5 to 9 times.....	7
10 to 14 times.....	4
15 to 19 times.....	1
20 to 24 times.....	1
25 times or more	2
Refused/not sure	5
Active Investors (5 times or more).....	15

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

	ALL ADULTS
	9/16- 10/9/03
Own.....	69
Rent	29
Refused/not sure.....	2

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

	ALL ADULTS
	9/16- 10/9/03
Protestant.....	57
Catholic	29
Jewish	2
Some other religion	5
Not raised religiously (VOL)	4
Refused/not sure.....	3

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

	ALL ADULTS
	9/16- 10/9/03
Born-again Christian	26
Fundamentalist.....	6
Neither	66
Refused/not sure.....	2

REGION:

	ALL ADULTS
	9/16- 10/9/03
Northeast	19
Midwest.....	23
South.....	36
West.....	22

METROPOLITAN STATUS:

	ALL ADULTS
	9/16- 10/9/03
Urban	28
Suburban	50
Rural	22

GENDER:

	ALL ADULTS
	9/16- 10/9/03
Male	48
Female	52