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Interview dates: December 6-8, 2004
Interviews: 1,000 adults, 790 credit cardholders
Margin of error: ± 3.1 for all adults, ± 3.5 for credit card holders

**THE ASSOCIATED PRESS POLL
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NOTE: all results shown are percentages unless otherwise labeled.

CREDIT CARD STUDY

The following set of questions is asked about your [and your spouse/partner's] use of credit cards. When we say credit cards in these questions, we do not include any debit cards which merely subtract funds from a bank account.

CC1-2. Do you [and your spouse/partner] have any credit cards? [IF YES, ASK:] How many credit cards do you [and your spouse/partner] have?

	<u>All</u>
YES, CREDIT CARD HOLDER.....	73
- 1	18
- 2	20
- 3	12
- 4	8
- 5	5
- More than 5	10
- Not sure how many.....	1
NO CREDIT CARDS	26
Not Sure.....	-

CC3. Do you expect to pay for most of your holiday season expenses using credit cards or cash? [IF CREDIT CARDS, ASK:] Do you expect you will pay off all of your holiday season charges in full when the bill arrives, or will you carry some of them over to the next month?

	<u>Credit Card Holders</u>
Pay With Credit Card (or credit cards/cash equally).....	39
- Pay off charges	27
- Carry some over	12
Pay With Cash	60
Not Sure	1

CC4-5. Last month, did you [and your spouse/partner] make any charges or take any cash advances on one or more of your credit cards? [IF YES, ASK:] Have you or will you pay off all of last month's charges and/ or cash advances or will you carry some of them over?

	<u>Credit Card Holders</u>
Used Credit Card	57
- Paid off.....	38
- Carried over	19
Did Not Use Credit Card	43
Not Sure	-

CC6. Right now, approximately what is the total amount you [and your spouse/partner] owe on all your credit cards after your most recent payments?

	<u>Credit Card Holders</u>
\$0.....	25
\$1 – \$499.....	15
\$500 – \$2,999	26
\$3,000 – \$4,999.....	7
\$5,000 – \$7,499.....	7
\$7,500 – \$9,999.....	2
\$10,000 or more	9
Not sure	9
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<i>Mean</i>	<i>\$4,696</i>
<i>Median</i>	<i>\$605</i>

CC7. Thinking of the one credit card you mentioned, have you currently reached your charging limit? [IF HAVE AT LEAST 2 CREDIT CARDS, ASK:] Of the [QUANTITY OF CARDS OWNED IN Q.CC2.] cards you mentioned, on how many, if any, have you currently reached your charging limit?

	<u>Credit Card Holders</u>
None Of Them	88
YES, Reached Charging Limit	10
- 1.....	5
- 2.....	3
- 3 or more	3
Not Sure	1

CC8. In the past six months, how many times did you not pay off at least the minimum amount due on any of your credit cards?

	<u>Credit Card Holders</u>
0, Never missed payment for minimum.....	89
1.....	4
2.....	2
3 or more	4
Not sure	1

CC9. For each of the following, please tell me whether the statement describes you very well, describes you somewhat, or does not describe you at all.

THIS TABLE IS RANKED BY THE PERCENTAGE OF CREDIT CARD HOLDERS WHO SAY IT DESCRIBES THEM

	Describes You Very <u>Well</u>	Describes You <u>Somewhat</u>	Does Not Describe <u>You</u>	Not <u>Sure</u>	Total Describes <u>You</u>
I only put purchases on a credit card if I can pay the bill in full when it comes	51	27	22	-	78
I use credit cards because they are more convenient than paying with cash	41	26	33	-	66
I only use credit cards in emergencies, such as for medical expenses or car repairs	19	26	55	-	45
I often use credit cards to finance major purchases.....	19	22	58	1	41
I use credit cards to buy what I want even if I don't have enough money at that moment	7	17	75	1	24
I don't trust myself to manage my credit card debt	9	7	84	-	16

DEBT STRESS STUDY

Now, I'd like you to think about your overall debt, including any that is on credit cards, store credit, a mortgage or home equity loan, a car loan, or any other outstanding loan you [and your spouse/partner] may have.

DE1. Now thinking about those debts you owe, how often do you worry about the total amount you [and your spouse/partner] owe in overall debt? Would you say you worry all of the time, most of the time, some of the time, hardly ever, or not at all? [IF NO DEBT, ASK:] Now just to make certain, when you say that you [and your spouse/partner] have no debt, does that mean that you owe absolutely no money to anyone or for anything?

All of the time	8
Most of the time.....	12
Some of the time	30
Hardly ever.....	23
Not at all.....	21
(NOT READ) No debt.....	5
Not sure.....	1

Total Worry At Least Some Of The Time.....	50
Total Worry Hardly Ever/Not At All	44

DE2. How much stress does the total debt you are carrying cause to you [and your spouse/partner]? It is a great deal of stress, quite a bit of stress, somewhat stressful, not very much stress, or no stress at all?

Great deal of stress	7
Quite a bit of stress	8
Somewhat stressful.....	27
Not very much stress.....	26
No stress at all.....	26
Not sure.....	1
Have No Debt (Q.DE1).....	5

Total Great Deal/Quite A Bit/Somewhat Stressful	42
Total Not Very Much Stress/None at all...	52

DE3. Now, thinking ahead over the next five years, how much of a problem, if any, will the total debt you [and your spouse/partner] have taken on be for you? Will it be an extreme problem, a large one, medium, small, or no problem at all?

An extreme problem	3
A large one	7
Medium.....	21
Small	25
No problem at all	38
Not sure.....	1
Have No Debt (Q.DE1).....	5

DE4. How concerned are you that you [and your spouse/partner] never will be able to pay off these debts? Are you very concerned, quite concerned, somewhat concerned, not very concerned, or not at all concerned?

Very concerned	6
Quite concerned	4
Somewhat concerned.....	15
Not very concerned	24
Not at all concerned	45
Not sure.....	1
Have No Debt (Q.DE1).....	5

Total At Least Somewhat Concerned	25
Total Not Very/Not At All Concerned	69

DEMOGRAPHICS

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. 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:

18-34	31
35-49	27
50-64	25
65 and over	17
Refused/not sure	-

D2. Are you employed:

TOTAL EMPLOYED	60
- Full time.....	49
- Part time.....	12
Not employed	19
Retired.....	20
Refused/not sure	-

(Q.D3 ASKED ONLY OF THOSE WHO ARE EMPLOYED FULL OR PART-TIME IN Q.D2.)

D3. 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?

Professional	17
Senior executive or manager	6
Clerical or administrative	6
Sales or services	9
A skilled trade or technical occupation.....	10
Blue-collar work or laborer.....	6
Farming or fishing	1
Other (VOL)	5
Refused/not sure	-
Not Employed Full/Part Time (Q.D2)	40

D4. What is the last year of school you completed?

Grade school or some high school	7
Completed high school	24
Some college but did not finish.....	24
Completed a two year college degree	11
Completed a four year college degree.....	22
Completed a post-graduate degree such as a Master's or Ph.D.	12
Refused/not sure	-

D5. Are you currently:

Married	56
Cohabiting or living as married	4
Divorced	9
Separated	1
Single or never married	22
Widow or widower	8
Refused/not sure	-

D6. Including yourself and any children, how many people are currently living in your household?

1	20
2	32
3	20
4	16
5	8
6 or more	3
Refused/not sure	1

(Q.D7a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D6.)

D7a. How many children under 6 years are currently living in your household?

D7b. How many children ages 6 to 12 are currently living in your household?

D7c. How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN – NET	38
Under 6.....	18
6-12	18
13-17	14
NO CHILDREN	62
Refused/not sure	1

D8. Do you currently own stocks, bonds, or mutual funds?

Yes	52
No.....	47
Refused/not sure	1

(Q.D9 ASKED ONLY OF THOSE WHO SAY THEY OWN STOCKS, BONDS OR MUTUAL FUNDS IN Q.D8.)

D9. In the past 12 months, 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?

	<u>INVESTORS</u>
None.....	34
1 time.....	23
2 times.....	14
3 times.....	6
4 times.....	5
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	3
Active Investors (5 times or more).....	15

D10. Do you own your home, or do you rent?

Own.....	72
Rent.....	27
Refused/not sure	1

D11a. Would you describe yourself as a born-again or evangelical Christian, or not?

Yes	42
No.....	56
Refused/not sure	2

D11b. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination? **(IF "SOME OTHER RELIGION, ASK) Is that a Christian denomination, or not? (IF YES, CODED AS "PROTESTANT".)**

Protestant.....	51
Catholic	21
Mormon	2
Jewish	1
Muslim	1
Other non-Christian religion.....	3
No religion	20
Refused/not sure	1

D12a. Are you of Hispanic ethnicity?

(Q.D12b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D12a.)

D12b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	80
Black.....	9
Hispanic.....	6
Asian.....	2
American Indian.....	1
Other.....	1
Refused	1

D13. Could you please tell me your household income from all sources in 2003?

Under \$15,000.....	12
\$15,000 to less than \$20,000	6
\$20,000 to less than \$25,000	7
\$25,000 to less than \$30,000	6
\$30,000 to less than \$40,000	10
\$40,000 to less than \$50,000	10
\$50,000 to less than \$75,000	16
\$75,000 to less than \$100,000	10
\$100,000 or more	12
Refused/not sure	11

REGION:

Northeast.....	20
Midwest.....	23
South.....	35
West.....	22

METROPOLITAN STATUS:

Urban.....	27
Suburban.....	48
Rural.....	25

GENDER:

Male.....	48
Female.....	52