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Interview dates: July thru December 2005 Interviews: 6,004 adults nationwide; 908 adults in the Southeast Margin of error: <u>+</u>1.3 for adults nationwide, <u>+</u>3.3 for adults in the Southeast

# THE RBC CASH POLL CONDUCTED BY IPSOS PUBLIC AFFAIRS National and Southeast Results ROLLED-UP RESULTS FROM JULY - DECEMBER 2005

NOTE: all results shown are percentages unless otherwise labeled.

#### **REGISTERED VOTERS/ PARTY AFFILIATION**

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

		South	1 Year Ago National
	<u>National</u>	<u>East</u>	12/6-8/04
Yes	78	74	81
No	22	26	19
Refused/not sure	-	-	-

2a. Do you consider yourself a Democrat, a Republican, an Independent or none of these?\*

(IF "DEMOCRAT" TO Q.2a, Q.2b ASKED. IF "REPUBLICAN" TO Q.2a, Q.2c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.2a, Q.2d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

- 2b. Do you lean strongly or only moderately toward the Democratic Party?
- 2c. Do you lean strongly or only moderately toward the Republican Party?
- 2d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

#### REGISTERED VOTERS

Strongly Republican  Moderately Republican  Definitely Independent/neither  Moderately Democrat  Strongly Democrat	National 19 22 9 27 22	South <u>East</u> 21 20 9 25 24	1 Year Ago National 12/6-8/04 23 21 7 27 21
Refused/not sure	1	1	1
Total Republican Total Democrat	41 49	41 49	45 48

<sup>\*</sup> Half the respondents were asked party identification in this location, the other half were asked at the end of the survey with the other demographic questions.

# POLITICAL STUDY

1. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

		South	1 Year Ago National
	<u>National</u>	<u>East</u>	<u>12/6-8/04</u>
Right direction	33	33	43
Wrong track	63	61	52
Not sure	4	6	5

#### **CONSUMER STUDY**

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.

7, very strong economy 6	National 8 12 32 20 15 5	South <u>East</u> 12 13 32 18 11	1 Year Ago National 12/6-8/04 7 13 32 19 15
1, very weak economy	7	9	8
Not sure	1	1	1
Total 6-7 Total 1-3	21 27	25 24	21 28
Mean	4.4	4.5	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?

Much stronger	National 5	South East 5	1 Year Ago National 12/6-8/04
Somewhat stronger	17	18	24
About the same	55	51	54
Somewhat weaker	15	16	9
Much weaker	7	9	5
Not sure	11	11	11
Total Stronger	23	24	31
Total Weaker	21	25	! 14

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.

		South	1 Year Ago National
	<u>National</u>	<u>East</u>	12/6-8/04
7, very strong	9	10	12
6	15	15	16
5	29	31	29
4	19	19	18
3	12	10	9
2	5	5	5
1, very weak	10	9	10
Not sure	1	11	<u>1</u> 1
Total 6-7 Total 1-3	24 26	25 24	28 24
Mean	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?

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?

		South	1 Year Ago National
	<u>National</u>	<u>East</u>	12/6-8/04
More comfortable	31	33	37
Less comfortable	50	51	44
No change (VOL)	18	14	18
Not sure	1	2	1

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

			1 Year Ago
		South	National
	<u>National</u>	<u>East</u>	<u>12/6-8/04</u>
More comfortable	38	38	43
Less comfortable	44	45	39
No change (VOL)	17	16	18
Not sure	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?

			1 Year Ago
		South	National
	<u>National</u>	<u>East</u>	12/6-8/04
More confident	39	41	43
Less confident	43	43	42
No change (VOL)	16	14	14
Not sure	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?

		South	1 Year Ago National
	<u>National</u>	<u>East</u>	<u>12/6-8/04</u>
More confident	39	42	45
Less confident	44	45	42
No change (VOL)	15	11	11
Not sure	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?

		South	1 Year Ago National
	<u>National</u>	<u>East</u>	12/6-8/04
Yes	34	35	38
No	65	64	61
Not sure	1	1	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?

Extremely likely Very likely Somewhat likely Not very likely Not at all likely	National 7 11 28 32 20	South <u>East</u> 6 16 25 32 20	1 Year Ago National 12/6-8/04 7 13 29 32 18
Not sure	2	1	1
Total Likely Total Not Likely	18 52	22 53	20 50

#### NOTE: Q17 AND Q18 WERE ASKED ONLY SINCE JULY 2005

17. Thinking about the next 30 days, do you think it will be a good time or a bad time to invest in the stock market?

	<u>National</u>	South <u>East</u>
Good time	38	40
Bad time	53	53
Not sure	9	7

18. Thinking of the next 30 days, do you think it will be a good time to buy real estate, such as house, vacation property or investment property?

		South
	<u>National</u>	<u>East</u>
Yes	43	45
No	54	53
Not sure	3	2

#### **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:

		South
	<u>National</u>	<u>East</u>
18-34	31	32
35-49	28	25
50-64	24	24
65 and over	16	18
Refused/not sure	1	1

D2. Are you employed:

		South
	<u>National</u>	<u>East</u>
TOTAL EMPLOYED	64	61
- Full time	51	49
- Part time	13	12
Not employed	15	16
Retired	21	23
Refused/not sure	-	_

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

Crade school or some high school	National 6	South <u>East</u> 7
Grade school or some high school	•	,
Completed high school Some community college or	24	24
university, but did not finish  Completed technical school or a	23	20
community college	12	12
Completed a university or		
Bachelor's degree  Completed a post-graduate degree	21	23
such as a Master's or Ph.D	14	14
Refused/not sure	-	-

D4. Are you currently married:

		South
	<u>National</u>	<u>East</u>
Yes	57	57
No	43	43
Refused/not sure	_	_

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

		South
	<u>National</u>	<u>East</u>
1	19	18
2	33	35
3	19	22
4	16	14
5	8	7
6 or more	4	3
Refused/not sure	1	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?

		South
	<u>National</u>	<u>East</u>
ANY CHILDREN - (NET)	38	37
Under 6	19	19
6-12	18	17
13-17	15	13
NO CHILDREN	62	62
Refused/not sure	1	1

D7. Do you currently own stocks, bonds, or mutual funds?

		South
	<u>National</u>	<u>East</u>
Yes	52	51
No	47	48
Refused/not sure	1	1

#### (Q.D8 ASKED ONLY OF THOSE WHO SAY THEY OWN STOCKS, BONDS OR MUTUAL FUNDS IN Q.D7.)

D8. 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? Would you say you bought or sold stocks or stock mutual funds four times or fewer or five times or more times in the past 12 months? [IF FOUR TIMES OR FEWER, ASK:] Is that once, twice, three times, four times, or no changes? [IF MORE THAN FOUR, ASK:] How many times did you buy or sell stocks or mutual funds – 5-9 times, 10 to 14 times, 15-19 times, 20-24 times, or 25 times or more?

	<u>Investors</u>	
		South
	<u>National</u>	<u>East</u>
None	35	35
1 time	15	14
2 times	12	11
3 times	8	8
4 times	6	6
5 to 9 times	8	9
10 to 14 times	4	6
15 to 19 times	1	1
20 to 24 times	1	1
25 times or more	3	2
Refused/not sure	7	7
Active Investors (5 times or more)	17	19

D9a. Would you describe yourself as a born-again or evangelical Christian, or not?

		South
	<u>National</u>	<u>East</u>
Yes	39	46
No	59	52
Refused/not sure	2	2

D9b. 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".)

		South
	<u>National</u>	<u>East</u>
Protestant	47	58
Catholic	22	12
Mormon	2	2
Jewish	2	2
Muslim	-	1
Other	4	4
None	22	20
Refused/not sure	1	1

D10a. Are you of Hispanic ethnicity?

### (Q.D10b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D10a.)

D10b. Are you white, black, Asian, or some other race?

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

		South
	<u>National</u>	<u>East</u>
White	71	68
Black	11	22
Hispanic	12	7
Asian	4	3
American Indian	-	-
Other	1	-
Refused	1	_

D11. Could you please tell me your household income from all sources in 2004?

		South
	<u>National</u>	<u>East</u>
Under \$15,000	12	13
\$15,000 to less than \$20,000	6	8
\$20,000 to less than \$25,000	6	6
\$25,000 to less than \$30,000	5	5
\$30,000 to less than \$40,000	9	10
\$40,000 to less than \$50,000	9	9
\$50,000 to less than \$75,000	15	16
\$75,000 to less than \$100,000	10	8
\$100,000 or more	13	12
Refused/not sure	15	13

# **REGION:**

		South
	<u>National</u>	<u>East</u>
Northeast	20	-
Midwest	23	-
South	35	100
West	22	_

# **METROPOLITAN STATUS:**

	National	South <u>East</u>
Urban	30	23
Suburban	51	58
Rural	19	19

# GENDER:

		South
	<u>National</u>	<u>East</u>
Male	48	46
Female	52	54