

## **Ipsos Public Affairs**

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Interview dates: October 1-3, 2007 Interviews: 1,000 adults, 811 registered voters Margin of error: ±3.1 for all adults, ±3.5 for registered voters

# THE RBC CASH POLL CONDUCTED BY IPSOS PUBLIC AFFAIRS

NOTE: all results shown are percentages unless otherwise labeled.

## 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?

			1	ALL ADULTS	3		
	<u> 10/1-</u>	<u>9/10-</u>		7/9-			
	<u>3/07</u>	12/07	8/6-8/07	11/07	6/4-6/07	5/7-9/07	4/2-4/07
Right direction	26	28	27	26	21	25	27
Wrong track	70	67	68	69	75	71	70
Not sure	4	5	5	5	4	4	3
							1 Year
							Ago
			1/8-	12/5-	11/13-		10/2-
	3/5-7/07	2/5-7/07	10/07	7/06	<u>15/06</u>		4/06
Right direction	29	28	28	28	34		31
Wrong track	68	68	67	68	61		65
Not sure	3	4	5	4	5		4

## 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.

	<u> 10/1-</u>	<u>9/10-</u>		7/9-		
	<u>3/07</u>	12/07	8/6-8/07	11/07	6/4-6/07	5/7-9/07
7, very strong economy	8	8	8	8	9	7
6	14	11	14	13	16	14
5	29	30	35	32	31	32
4	22	20	16	21	17	20
3	14	15	13	12	14	13
2	5	8	6	4	6	5
1, very weak economy	7	8	7	8	6	8
Not sure	1	<b>-</b>	1	2	1	1
Total 6-7	22	19	22	20	25	22
Total 1-3	26	31	26	24	26	26
Mean	4.4	4.2	4.4	4.4	4.5	4.4
				1/8-	12/5-	11/13-
	4/2-4/07	3/5-7/07	2/5-7/07	10/07	7/06	15/06
7, very strong economy	10	10	11	8	9	10
6	12	13	15	13	17	14
5	30	34	32	35	29	34
4	20	19	20	20	20	16
3	16	11	12	14	13	13
2	5	6	6	3	4	5
1, very weak economy	7	7	4	6	8	8
Not sure	<u>-</u>	<u>-</u>	<b>-</b>	1	<b>-</b>	<u>-</u>
Total 6-7	22	23	25	21	26	24
Total 1-3	27	24	22	24	25	25
Mean	4.4	4.5	4.6	4.5	4.5	4.5

	1 Year Ago
	<u>10/2-</u>
	<u>4/06</u>
7, very strong economy	9
6	15
5	31
4	20
3	13
2	4
1, very weak economy	7
Not sure	1
Total 6-7	24
Total 1-3	24
Mean	4.4

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	10/1- 3/07 5 14 60 14 6	9/10- 12/07 5 16 55 17 6	8/6-8/07 6 16 60 11 6	7/9- 11/07 5 17 56 14 7	6/4-6/07 4 14 62 13 5 2	5/7-9/07 5 15 59 13 8
Total Stronger Total Weaker	19 20	21 23	22 17	22 21	18 18	20 21
				1/8-	12/5-	11/13-
	4/2-4/07	3/5-7/07	2/5-7/07	1/6- 10/07	7/06	11/13- <u>15/06</u>
Much stronger	4	5	6	7	7	7
Somewhat stronger	19	18	17	24	17	20
About the same	58	59	65	55	59	57
Somewhat weaker	13	12	7	10	10	11
Much weaker	6	5	4	3	6	4
Not sure	-	1	1	1	1	1
Total Stronger Total Weaker	23 19	24 17	22 11	31 13	24 16	27 15

	1 Year Ago 10/2- 4/06
Much stronger	5
Somewhat stronger	16
About the same	61
Somewhat weaker	12
Much weaker	5
Not sure	11
Total Stronger Total Weaker	21 17

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.

7, very strong	10/1- 3/07 13 15 26 18 10 6 11 1	9/10- 12/07 10 17 25 19 9 6 11 3	8/6-8/07 11 15 30 19 9 5 9 2 26 23	7/9- 11/07 11 13 27 22 10 5 10 2 24 25	6/4-6/07 8 14 30 20 11 6 10 1 23 27	5/7-9/07 12 19 29 15 11 4 8 2 31 23
Mean	4.4	4.4	4.5	4.4	4.3	4.6
				1/8-	12/5-	11/13-
_	<u>4/2-4/07</u>	<u>3/5-7/07</u>	<u>2/5-7/07</u>	<u>10/07</u>	<u>7/06</u>	<u>15/06</u>
7, very strong	10	11	11	9	10	11
6	16	15	18	16	14	16
5	28	28	30	29	27	29
4	18	21	16	16	20	18
3	12	11	11	13	14	11
2	6	3	7	5	4	4
1, very weak	9	10	6	10	10	10
Not sure	1	1	1	2	1	1
Total 6-7	26	26	29	25	24	27
Total 1-3	26	24	24	29	28	24
Mean	4.4	4.4	4.5	4.3	4.3	4.5

7, very strong	1 Year Ago 10/2- 4/06 9 16 29 18 13
2	5
1, very weak	9
Not sure	1
Total 6-7	25
Total 1-3	26
Mean	4.4

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?

Much stronger Somewhat stronger About the same Somewhat weaker Much weaker Not sure	10/1- 3/07 11 25 54 7 2	9/10- 12/07 11 26 52 6 3 2	8/6-8/07 10 26 53 7 3 1	7/9- 11/07 9 24 54 9 3	6/4-6/07 11 25 52 9 2	5/7-9/07 12 24 54 6 3
Total Stronger Total Weaker	35 9	36 10	35 10	33 12	36 11	36 9
			_			
Much stronger Somewhat stronger About the same Somewhat weaker Much weaker Not sure	4/2-4/07 12 29 49 7 2	3/5-7/07 9 29 53 6 2	2/5-7/07 9 28 55 5 2	1/8- 10/07 13 28 51 4 3	12/5- <u>7/06</u> 12 28 51 6 2 1	11/13- 15/06 11 23 56 7 2 1
Total Stronger Total Weaker	41 8	39 8	36 7	40 7	40 8	34 9

	1 Year Ago 10/2- 4/06
Much stronger	10
Somewhat stronger	26
About the same	54
Somewhat weaker	7
Much weaker	2
Not sure	11
Total Stronger Total Weaker	37 9

## 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?

	10/1-	9/10-		7/9-		
	3/07	12/07	8/6-8/07	11/07	6/4-6/07	5/7-9/07
More comfortable	28	29	31	30	30	34
Less comfortable	50	47	45	48	47	43
No change (VOL)	21	21	22	21	21	21
Not sure	1	3	2	1	2	2
				1/8-	12/5-	11/13-
	4/2-4/07	3/5-7/07	2/5-7/07	10/07	7/06	<u>15/06</u>
More comfortable	32	35	32	32	31	34
Less comfortable	48	44	46	49	51	47
No change (VOL)	19	19	21	18	16	17
Not sure	1	2	1	1	2	2

	1 Year
	Ago
	10/2-
	<u>4/06</u>
More comfortable	32
Less comfortable	48
No change (VOL)	18
Not sure	2

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

	<u> 10/1-</u>	<u>9/10-</u>		7/9-		
	<u>3/07</u>	12/07	8/6-8/07	<u>11/07</u>	6/4-6/07	5/7-9/07
More comfortable	34	35	37	36	40	39
Less comfortable	44	42	40	44	39	38
No change (VOL)	21	21	22	19	20	23
Not sure	1	2	1	1	1	-
				1/8-	12/5-	11/13-
	4/2-4/07	3/5-7/07	2/5-7/07	10/07	7/06	<u>15/06</u>
More comfortable	39	43	41	39	40	39
Less comfortable	41	39	38	43	43	44
No change (VOL)	19	17	20	17	16	16
Not sure	1	1	1	1	1	1

	1 Year
	Ago
	10/2-
	4/06
More comfortable	38
Less comfortable	42
No change (VOL)	19
Not sure	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?

More confidentLess confidentNo change (VOL)Not sure	10/1- 3/07 40 41 17 2	9/10- 12/07 37 45 16 2	8/6-8/07 37 40 21 2	7/9- 11/07 40 40 18 2	6/4-6/07 40 40 18 2	5/7-9/07 37 40 21 2
More confident Less confident No change (VOL) Not sure	4/2-4/07 43 39 16 2	3/5-7/07 47 35 16 2	2/5-7/07 43 38 17 2	1/8- 10/07 43 38 17 2	12/5- <u>7/06</u> 44 37 18 1	11/13- 15/06 43 40 15 2

	1 Year
	Ago
	10/2-
	4/06
More confident	41
Less confident	41
No change (VOL)	17
Not sure	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?

	10/1-	9/10-		7/9-		
	3/07	12/07	8/6-8/07	11/07	6/4-6/07	5/7-9/07
More confident	41	37	43	40	42	40
Less confident	41	44	37	43	38	40
No change (VOL)	16	16	18	15	17	18
Not sure	2	3	2	2	3	2
				1/8-	12/5-	11/13-
	4/2-4/07	3/5-7/07	2/5-7/07	10/07	<u>7/06</u>	<u>15/06</u>
More confident	41	42	43	43	41	43
Less confident	40	41	38	42	41	42
No change (VOL)	17	15	17	14	16	12
Not sure	2	2	2	1	2	3

	1 Year Ago
	10/2-
	4/06
More confident	40
Less confident	42
No change (VOL)	15
Not sure	3

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?

Yes No Not sure	10/1- 3/07 31 69	9/10- 12/07 33 66 1	8/6-8/07 30 70	7/9- 11/07 34 65 1	6/4-6/07 28 72 -	5/7-9/07 30 70
Yes No Not sure	4/2-4/07 29 70 1	3/5-7/07 29 70 1	2/5-7/07 26 74 -	1/8- 10/07 32 68 -	12/5- <u>7/06</u> 31 68 1	11/13- <u>15/06</u> 32 67 1

	1 Yea
	Ago
	10/2-
	4/06
Yes	33
No	66
Not sure	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?

	10/1-	9/10-		7/9-		
	3/07	12/07	8/6-8/07	11/07	6/4-6/07	5/7-9/07
Extremely likely	5	6	5	6	4	8
Very likely	12	11	12	12	10	10
Somewhat likely	26	32	25	30	29	24
Not very likely	33	29	33	30	32	35
Not at all likely	21	20	23	20	23	21
Not sure	3	2	2	2	2	22
Total Likely	17	17	18	18	14	18
Total Not Likely	55	49	56	50	55	55
				1/8-	12/5-	11/13-
	4/2-4/07	3/5-7/07	2/5-7/07	10/07	7/06	15/06
Extremely likely	<u>4/2-4/07</u> 5	3/5-7/07 8	<u>2/5-7/07</u> 5	<u>10/07</u> 5	<u>7/06</u> 6	15/06 7
Extremely likelyVery likely						
	5	8	5	5	6	7
Very likely Somewhat likely Not very likely	5 10	8 11	5 8	5 11	6 10	7 10
Very likely Somewhat likely Not very likely Not at all likely	5 10 28	8 11 25	5 8 28	5 11 25	6 10 27	7 10 27
Very likely Somewhat likely Not very likely	5 10 28 32	8 11 25 31	5 8 28 34	5 11 25 34	6 10 27 36	7 10 27 33
Very likely  Somewhat likely  Not very likely  Not at all likely  Not sure	5 10 28 32 23	8 11 25 31 23	5 8 28 34 23	5 11 25 34 24	6 10 27 36 20	7 10 27 33 21
Very likely Somewhat likely Not very likely Not at all likely	5 10 28 32 23 2	8 11 25 31 23 2	5 8 28 34 23 2	5 11 25 34 24 1	6 10 27 36 20 1	7 10 27 33 21 2

	1 Year Ago 10/2- 4/06
Extremely likely	6
Very likely	12
Somewhat likely	26
Not very likely	31
Not at all likely	23
Not sure	2
Total Likely Total Not Likely	18 53

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>3/07</u> <u>12/07</u> <u>8/6-8/07</u>	11/07	6/4-6/07	5/7-9/07	4/2-4/07
Good time	43	40	44	43
Bad time 50 51 47	44	47	46	48
Not sure	13	13	10	9

						1 Year Ago
			1/8-	12/5-	11/13-	10/2-
	3/5-7/07	2/5-7/07	10/07	7/06	<u>15/06</u>	<u>4/06</u>
Good time	41	46	44	41	44	41
Bad time	52	42	46	53	48	49
Not sure	7	12	10	6	8	10

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?

	10/1-	9/10-		7/9-			
	<u>3/07</u>	12/07	8/6-8/07	<u>11/07</u>	6/4-6/07	5/7-9/07	4/2-4/07
Yes	39	35	36	39	38	42	40
No	58	62	60	58	58	54	57
Not sure	3	3	4	3	4	4	3

						1 Year Ago
			1/8-	12/5-	11/13-	<u>10/2-</u>
	3/5-7/07	2/5-7/07	10/07	7/06	<u>15/06</u>	<u>4/06</u>
Yes	41	39	38	36	39	38
No	56	57	59	61	58	60
Not sure	3	4	3	3	3	2

### **PARTY AFFILIATION / IDEOLOGY**

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

	ALL
	<b>A</b> DULTS
Yes	79
No	21
Refused/not sure	0

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

### **INITIAL PARTY IDENTIFICATION**

	ALL ADULTS
Republican	23
Democrat	31
Independent	27
None of these	18
(DK/NS)	1

(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?

	ALL ADULTS
Strongly Democrat	19
Moderately Democrat	12
Lean Democrat	18
Strongly Republican	13
Moderately Republican	10
Lean Republican	13
Independent	14
(DK/NS)	1
Total Republican	36
Total Democrat	49

3. Generally speaking, do you consider yourself a liberal, moderate or conservative? (IF "LIBERAL" OR "CONSERVATIVE", ASK:) Would you say you are very (liberal/conservative) or somewhat (liberal/conservative)?

Very liberal	35 23 14
Refused	5
Total Liberal Total Conservative	23 36

## **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	30
35-49	27
50-64	26
65+	16
(DK/NS)	1

D2. Are you employed:

TOTAL EMPLOYED	62
Full time	49
Part time	13
Not employed	15
Retired	22
(DK/NS)	1

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

Grade school or some high school	6
Completed high school	25
Some community	20
college or university, did	
not finish	
Completed technical	12
school or a community	
college	
Completed a university	22
or Bachelor's degree	
Completed a post-	14
graduate degree such	
as a Master's or Ph.D.	
(DK/NS)	1

D4. Are you currently married?

Yes	59
No	40
(DK/NS)	1

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

1	18
2	31
3	17
4	18
5	9
6+	5
(DK/NS)	2

### (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?

37
22
16
14
61
2
30
25

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

Yes	50
No	48
(DK/NS)	2

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

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?

None	31
1 time	16
2 times	10
3 times	8
4 times	5
5 to 9 times	8
10 to 14 times	5
15 to 19 times	2
20 to 24 times	1
25 times or more	3
(DK/NS)	11
Active Investors (5	19
times or more)	

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

Yes	40
No	57
(DK/NS)	3

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".)

Protestant	45
Catholic	23
Mormon	2
Jewish	1
Muslim	-
Some other religion	5
None	22
(DK/NS)	2

Zz5b. How often do you attend religious services?

At least once a week (Net)	40
More than once a week	13
Once a week	27
Less than once a week (Net)	38
A few times a month	14
A few times a year	24
Never	19
(DK/NS)	3

D12a. Are you of Hispanic ethnicity?

### (Q.D12c 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	77
Hispanic	13
Black	12
Asian	3
(NOT READ) American Indian	1
(NOT READ) Other	5
(DK/NS)	2

D13. Could you please tell me your household income from all sources in 2006?

Under \$15,000	14
\$15,000 to less than \$20,000	3
\$20,000 to less than \$25,000	5
\$25,000 to less than \$30,000	4
\$30,000 to less than \$40,000	8
\$40,000 to less than \$50,000	9
\$50,000 to less than \$75,000	15
\$75,000 to less than \$100,000	9
\$100,000 or more	14
(DK/NS)	19

**REGION:** 

19
22
36
23

**METROPOLITAN STATUS:** 

Urban 31 Suburban 50 Rural 19

**GENDER:** 

Male 48 Female 52