

TIME MAGAZINE/ABT SRBI – April 1- 5, 2009 Survey

FINAL DATA-April 6, 2009

BASE= 1000 Adults Except Where Noted

Q1. WHAT'S YOUR BEST GUESS ABOUT HOW LONG IT WILL TAKE FOR THE ECONOMY TO START TO RECOVER?

	ALL RESPONDENTS =====
SIX MONTHS	12%
A YEAR	26%
TWO YEARS	24%
THREE YEARS	9%
MORE THAN THREE YEARS	11%
START OF A LONG-TERM DECLINE	14%
NO ANSWER/DON'T KNOW	4%

Q2. JUST THINKING ABOUT YOUR OWN PERSONAL ECONOMIC SITUATION, DO YOU FEEL THAT OVER THE PAST TWELVE MONTHS THINGS HAVE GOTTEN BETTER, WORSE, OR STAYED ABOUT THE SAME?

	ALL RESPONDENTS =====
BETTER	9%
WORSE	48%
SAME	42%
NO ANSWER/DON'T KNOW	1%

Q2B. WOULD YOU SAY THAT IT'S GOING TO BE EASIER OR HARDER FOR AMERICANS TO ACHIEVE THE AMERICAN DREAM IN 10 YEARS THAN IT IS TODAY, OR THAT THINGS WON'T CHANGE MUCH?

	ALL RESPONDENTS =====
EASIER	13%
HARDER	57%
WON'T CHANGE MUCH	24%
NO ANSWER/DON'T KNOW	5%

Q2C. WHICH OF THE FOLLOWING IS CLOSER TO YOUR VIEW?

	ALL RESPONDENTS =====
AMERICA WAS A BETTER PLACE TO LIVE IN THE 1990S AND WILL CONTINUE TO DECLINE	36%
AMERICA'S BEST DAYS ARE STILL AHEAD OF IT	56%
NO ANSWER/DON'T KNOW	8%

* = less than 1%

- = question not asked/zero respondents

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Q3. SINCE THE ECONOMIC DOWNTURN BEGAN, WAS THERE EVER A TIME WHEN YOU...?
1) FAILED TO PAY A BILL ON TIME BECAUSE YOU JUST DIDN'T HAVE THE MONEY

ALL
RESPONDENTS
=====

YES	30%
NO	69%
NO ANSWER/DON'T KNOW	*

Q3A. WHAT KIND OF BILL?
BASE: FAILED TO PAY A BILL ON TIME BECAUSE YOU JUST DIDN'T HAVE THE MONEY (MULTIPLE RESPONSE) (258)

ALL
RESPONDENTS
=====

UTILITIES	43%
CREDIT CARD	30%
MORTGAGE	24%
HEALTH/MEDICINE	21%
SOMETHING ELSE	14%
NO ANSWER/DON'T KNOW	1%

Q3. SINCE THE ECONOMIC DOWNTURN BEGAN, WAS THERE EVER A TIME WHEN YOU...?
2) HAVE BEEN UNEMPLOYED, BUT NOT BY PERSONAL CHOICE

ALL
RESPONDENTS
=====

YES	21%
NO	79%
NO ANSWER/DON'T KNOW	1%

Q3. SINCE THE ECONOMIC DOWNTURN BEGAN, WAS THERE EVER A TIME WHEN YOU...?
3) HAVE GONE WITHOUT HEALTH INSURANCE

ALL
RESPONDENTS
=====

YES	21%
NO	79%
NO ANSWER/DON'T KNOW	*

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Q3. SINCE THE ECONOMIC DOWNTURN BEGAN, WAS THERE EVER A TIME WHEN YOU...?
4) HAVE BEEN HUNGRY BECAUSE YOU COULD NOT AFFORD FOOD

ALL
RESPONDENTS
=====

YES	7%
NO	93%

Q3. SINCE THE ECONOMIC DOWNTURN BEGAN, WAS THERE EVER A TIME WHEN YOU...?
5) CUT BACK ON ENTERTAINMENT BECAUSE OF THE COST

ALL
RESPONDENTS
=====

YES	63%
NO	37%
NO ANSWER/DON' T KNOW	*

Q3. SINCE THE ECONOMIC DOWNTURN BEGAN, WAS THERE EVER A TIME WHEN YOU...?
6) HAVE NOT GONE TO A DOCTOR BECAUSE OF THE COST

ALL
RESPONDENTS
=====

YES	24%
NO	76%
NO ANSWER/DON' T KNOW	*

Q3. SINCE THE ECONOMIC DOWNTURN BEGAN, WAS THERE EVER A TIME WHEN YOU...?
7) HAVE NOT FILLED A MEDICAL PRESCRIPTION BECAUSE OF THE COST

ALL
RESPONDENTS
=====

YES	20%
NO	80%
NO ANSWER/DON' T KNOW	*

Q3. SINCE THE ECONOMIC DOWNTURN BEGAN, WAS THERE EVER A TIME WHEN YOU...?
8) HAVE TAKEN MONEY OUT OF YOUR COLLEGE OR RETIREMENT SAVINGS TO PAY EXPENSES

ALL
RESPONDENTS
=====

YES	27%
NO	73%
NO ANSWER/DON' T KNOW	1%

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Q3. SINCE THE ECONOMIC DOWNTURN BEGAN, WAS THERE EVER A TIME WHEN YOU...?
9) HAVE LOST YOUR HOUSING BECAUSE YOU WERE NOT ABLE TO PAY YOUR RENT OR MORTGAGE

ALL
RESPONDENTS
=====

YES	4%
NO	96%
NO ANSWER/DON'T KNOW	*

Q3. SINCE THE ECONOMIC DOWNTURN BEGAN, WAS THERE EVER A TIME WHEN YOU...?
10) HAVE HAD TO BORROW MONEY FROM FAMILY OR FRIENDS TO MAKE ENDS MEET

ALL
RESPONDENTS
=====

YES	23%
NO	77%
NO ANSWER/DON'T KNOW	*

Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
A) HAGGLING OVER PRICES AT THE STORE

ALL
RESPONDENTS
=====

DOING MORE	23%
DOING LESS	7%
ABOUT THE SAME	67%
NO ANSWER/DON'T KNOW	2%

Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
B) GOING TO CHURCH OR OTHER HOUSE OF WORSHIP

ALL
RESPONDENTS
=====

DOING MORE	12%
DOING LESS	9%
ABOUT THE SAME	78%
NO ANSWER/DON'T KNOW	1%

Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
C) USING COUPONS AT THE STORE

ALL
RESPONDENTS
=====

DOING MORE	37%
DOING LESS	4%
ABOUT THE SAME	58%
NO ANSWER/DON'T KNOW	1%

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Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
D) BUYING FOOD AND OTHER SUPPLIES IN BULK TO SAVE MONEY

ALL
RESPONDENTS
=====

DOING MORE	32%
DOING LESS	9%
ABOUT THE SAME	58%
NO ANSWER/DON'T KNOW	1%

Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
E) EXERCISING

ALL
RESPONDENTS
=====

DOING MORE	29%
DOING LESS	14%
ABOUT THE SAME	56%
NO ANSWER/DON'T KNOW	1%

Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
F) WATCHING THE NEWS

ALL
RESPONDENTS
=====

DOING MORE	43%
DOING LESS	12%
ABOUT THE SAME	45%
NO ANSWER/DON'T KNOW	*

Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
G) CHECKING YOUR INVESTMENTS OR YOUR 401 K OR OTHER RETIREMENT PLANS

ALL
RESPONDENTS
=====

DOING MORE	29%
DOING LESS	17%
ABOUT THE SAME	52%
NO ANSWER/DON'T KNOW	3%

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Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
H) SPENDING TIME WITH FAMILY AND FRIENDS

ALL
RESPONDENTS
=====

DOING MORE	33%
DOING LESS	9%
ABOUT THE SAME	57%
NO ANSWER/DON'T KNOW	*

Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
I) SHOPPING AT DISCOUNT STORES OR DOLLAR STORES

ALL
RESPONDENTS
=====

DOING MORE	38%
DOING LESS	4%
ABOUT THE SAME	57%
NO ANSWER/DON'T KNOW	*

Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
J) GOING TO THE MOVIES

ALL
RESPONDENTS
=====

DOING MORE	2%
DOING LESS	46%
ABOUT THE SAME	51%
NO ANSWER/DON'T KNOW	1%

Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
K) BUYING TICKETS TO SPORTING EVENTS

ALL
RESPONDENTS
=====

DOING MORE	1%
DOING LESS	38%
ABOUT THE SAME	58%
NO ANSWER/DON'T KNOW	2%

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Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
L) CARPOOLING TO WORK OR OTHER ACTIVITIES

ALL
RESPONDENTS
=====

DOING MORE	14%
DOING LESS	10%
ABOUT THE SAME	72%
NO ANSWER/DON'T KNOW	4%

Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
M) USING MASS TRANSIT INSTEAD OF DRIVING

ALL
RESPONDENTS
=====

DOING MORE	9%
DOING LESS	10%
ABOUT THE SAME	78%
NO ANSWER/DON'T KNOW	3%

Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
N) EATING OUT AT RESTAURANTS THAT AREN'T FAST FOOD

ALL
RESPONDENTS
=====

DOING MORE	2%
DOING LESS	56%
ABOUT THE SAME	41%
NO ANSWER/DON'T KNOW	*

Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
O) EATING OUT AT FAST FOOD RESTAURANTS

ALL
RESPONDENTS
=====

DOING MORE	3%
DOING LESS	48%
ABOUT THE SAME	48%
NO ANSWER/DON'T KNOW	1%

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Q4. SINCE THE DOWNTURN BEGAN, ARE YOU DOING MORE, LESS, OR ABOUT THE SAME OF EACH OF THE FOLLOWING?
P) DOING VOLUNTEER WORK

ALL
RESPONDENTS
=====

DOING MORE	17%
DOING LESS	12%
ABOUT THE SAME	70%
NO ANSWER/DON'T KNOW	2%

Q5. SINCE THE DOWNTURN BEGAN, ARE YOU NOW DOING MORE OF THE FOLLOWING FOR YOURSELF RATHER THAN HIRING OTHERS TO DO IT, LESS, OR ABOUT THE SAME AS BEFORE?
A) HOUSECLEANING

ALL
RESPONDENTS
=====

DOING MORE YOURSELF	22%
LESS	5%
ABOUT THE SAME	73%
NO ANSWER/DON'T KNOW	*

Q5. SINCE THE DOWNTURN BEGAN, ARE YOU NOW DOING MORE OF THE FOLLOWING FOR YOURSELF RATHER THAN HIRING OTHERS TO DO IT, LESS, OR ABOUT THE SAME AS BEFORE?
B) AUTO REPAIRS

ALL
RESPONDENTS
=====

DOING MORE YOURSELF	14%
LESS	10%
ABOUT THE SAME	74%
NO ANSWER/DON'T KNOW	2%

Q5. SINCE THE DOWNTURN BEGAN, ARE YOU NOW DOING MORE OF THE FOLLOWING FOR YOURSELF RATHER THAN HIRING OTHERS TO DO IT, LESS, OR ABOUT THE SAME AS BEFORE?
C) CUTTING YOUR OWN HAIR

ALL
RESPONDENTS
=====

DOING MORE YOURSELF	12%
LESS	10%
ABOUT THE SAME	77%
NO ANSWER/DON'T KNOW	2%

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Q5. SINCE THE DOWNTURN BEGAN, ARE YOU NOW DOING MORE OF THE FOLLOWING FOR YOURSELF RATHER THAN HIRING OTHERS TO DO IT, LESS, OR ABOUT THE SAME AS BEFORE?
D) LAWN CARE AND YARD WORK

	ALL RESPONDENTS =====
DOING MORE YOURSELF	18%
LESS	8%
ABOUT THE SAME	73%
NO ANSWER/DON'T KNOW	1%

Q5. SINCE THE DOWNTURN BEGAN, ARE YOU NOW DOING MORE OF THE FOLLOWING FOR YOURSELF RATHER THAN HIRING OTHERS TO DO IT, LESS, OR ABOUT THE SAME AS BEFORE?
E) HOME REPAIRS AND MAINTENANCE

	ALL RESPONDENTS =====
DOING MORE YOURSELF	23%
LESS	9%
ABOUT THE SAME	67%
NO ANSWER/DON'T KNOW	1%

Q6. SINCE THE DOWNTURN BEGAN, DO YOU FIND YOURSELF SPENDING MORE MONEY, LESS MONEY, OR THE SAME AMOUNT ON THE FOLLOWING AS YOU DID BEFORE?
A) NEWSPAPERS, MAGAZINES, AND OTHER PUBLICATIONS

	ALL RESPONDENTS =====
SPENDING MORE	4%
SPENDING LESS	36%
SPENDING SAME AMOUNT	59%
NO ANSWER/DON'T KNOW	1%

Q6. SINCE THE DOWNTURN BEGAN, DO YOU FIND YOURSELF SPENDING MORE MONEY, LESS MONEY, OR THE SAME AMOUNT ON THE FOLLOWING AS YOU DID BEFORE?
B) PREMIUM CABLE FOR YOUR TELEVISION VIEWING

	ALL RESPONDENTS =====
SPENDING MORE	6%
SPENDING LESS	24%
SPENDING SAME AMOUNT	69%
NO ANSWER/DON'T KNOW	1%

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Q6. SINCE THE DOWNTURN BEGAN, DO YOU FIND YOURSELF SPENDING MORE MONEY, LESS MONEY, OR THE SAME AMOUNT ON THE FOLLOWING AS YOU DID BEFORE?

C) HEALTH CLUBS

ALL
RESPONDENTS
=====

SPENDING MORE	2%
SPENDING LESS	27%
SPENDING SAME AMOUNT	68%
NO ANSWER/DON'T KNOW	3%

Q6. SINCE THE DOWNTURN BEGAN, DO YOU FIND YOURSELF SPENDING MORE MONEY, LESS MONEY, OR THE SAME AMOUNT ON THE FOLLOWING AS YOU DID BEFORE?

D) LIQUOR, WINE OR OTHER ALCOHOLIC BEVERAGES

ALL
RESPONDENTS
=====

SPENDING MORE	5%
SPENDING LESS	28%
SPENDING SAME AMOUNT	65%
NO ANSWER/DON'T KNOW	3%

Q6. SINCE THE DOWNTURN BEGAN, DO YOU FIND YOURSELF SPENDING MORE MONEY, LESS MONEY, OR THE SAME AMOUNT ON THE FOLLOWING AS YOU DID BEFORE?

E) CIGARETTES

ALL
RESPONDENTS
=====

SPENDING MORE	6%
SPENDING LESS	18%
SPENDING SAME AMOUNT	70%
NO ANSWER/DON'T KNOW	7%

Q6. SINCE THE DOWNTURN BEGAN, DO YOU FIND YOURSELF SPENDING MORE MONEY, LESS MONEY, OR THE SAME AMOUNT ON THE FOLLOWING AS YOU DID BEFORE?

F) GAMBLING

ALL
RESPONDENTS
=====

SPENDING MORE	2%
SPENDING LESS	25%
SPENDING SAME AMOUNT	68%
NO ANSWER/DON'T KNOW	5%

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Q6. SINCE THE DOWNTURN BEGAN, DO YOU FIND YOURSELF SPENDING MORE MONEY, LESS MONEY, OR THE SAME AMOUNT ON THE FOLLOWING AS YOU DID BEFORE?

G) PETS AND PET SUPPLIES

ALL
RESPONDENTS
=====

SPENDING MORE	6%
SPENDING LESS	17%
SPENDING SAME AMOUNT	74%
NO ANSWER/DON'T KNOW	3%

Q6. SINCE THE DOWNTURN BEGAN, DO YOU FIND YOURSELF SPENDING MORE MONEY, LESS MONEY, OR THE SAME AMOUNT ON THE FOLLOWING AS YOU DID BEFORE?

H) PERSONAL APPEARANCE ITEMS, SUCH AS HAIRCUTS OR NAILS

ALL
RESPONDENTS
=====

SPENDING MORE	3%
SPENDING LESS	30%
SPENDING SAME AMOUNT	66%
NO ANSWER/DON'T KNOW	1%

Q6. SINCE THE DOWNTURN BEGAN, DO YOU FIND YOURSELF SPENDING MORE MONEY, LESS MONEY, OR THE SAME AMOUNT ON THE FOLLOWING AS YOU DID BEFORE?

I) CLOTHES

ALL
RESPONDENTS
=====

SPENDING MORE	3%
SPENDING LESS	49%
SPENDING SAME AMOUNT	47%
NO ANSWER/DON'T KNOW	*

Q6. SINCE THE DOWNTURN BEGAN, DO YOU FIND YOURSELF SPENDING MORE MONEY, LESS MONEY, OR THE SAME AMOUNT ON THE FOLLOWING AS YOU DID BEFORE?

J) CHARITABLE CONTRIBUTIONS

ALL
RESPONDENTS
=====

SPENDING MORE	11%
SPENDING LESS	32%
SPENDING SAME AMOUNT	56%
NO ANSWER/DON'T KNOW	*

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Q6. SINCE THE DOWNTURN BEGAN, DO YOU FIND YOURSELF SPENDING MORE MONEY, LESS MONEY, OR THE SAME AMOUNT ON THE FOLLOWING AS YOU DID BEFORE?

K) HOME IMPROVEMENTS

ALL
RESPONDENTS
=====

SPENDING MORE	9%
SPENDING LESS	36%
SPENDING SAME AMOUNT	54%
NO ANSWER/DON'T KNOW	1%

Q6. SINCE THE DOWNTURN BEGAN, DO YOU FIND YOURSELF SPENDING MORE MONEY, LESS MONEY, OR THE SAME AMOUNT ON THE FOLLOWING AS YOU DID BEFORE?

L) TIPPING AT RESTAURANTS

ALL
RESPONDENTS
=====

SPENDING MORE	4%
SPENDING LESS	18%
SPENDING SAME AMOUNT	77%
NO ANSWER/DON'T KNOW	1%

Q6A. WHEN YOU GO GROCERY SHOPPING, ARE YOU BUYING MORE, LESS OR THE SAME OF THE FOLLOWING...?

A) ORGANIC FOODS

ALL
RESPONDENTS
=====

BUYING MORE	13%
BUYING LESS	26%
SAME	59%
NO ANSWER/DON'T KNOW	2%

Q6A. WHEN YOU GO GROCERY SHOPPING, ARE YOU BUYING MORE, LESS OR THE SAME OF THE FOLLOWING...?

B) MEAT

ALL
RESPONDENTS
=====

BUYING MORE	7%
BUYING LESS	28%
SAME	64%
NO ANSWER/DON'T KNOW	*

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Q6A. WHEN YOU GO GROCERY SHOPPING, ARE YOU BUYING MORE, LESS OR THE SAME OF THE FOLLOWING...?
C) STORE BRANDS VERSUS NATIONAL BRANDS

ALL
RESPONDENTS
=====

BUYING MORE	45%
BUYING LESS	8%
SAME	46%
NO ANSWER/DON'T KNOW	1%

Q6B. ARE YOU PLANNING TO GROW MORE OF YOUR OWN FOOD, OR NOT?

ALL
RESPONDENTS
=====

YES	34%
NO	65%
NO ANSWER/DON'T KNOW	1%

Q7. AS A RESULT OF THE ECONOMIC SLUMP, HAVE YOU POSTPONED OR CANCELED ANY OF THE FOLLOWING?
A) ATTENDING COLLEGE OR OTHER SCHOOLING

ALL
RESPONDENTS
=====

YES, HAVE POSTPONED OR CANCELED	13%
NO, HAVE NOT POSTPONED OR CANCELED	86%
NO ANSWER/DON'T KNOW	1%

Q7. AS A RESULT OF THE ECONOMIC SLUMP, HAVE YOU POSTPONED OR CANCELED ANY OF THE FOLLOWING?
B) GETTING MARRIED

ALL
RESPONDENTS
=====

YES, HAVE POSTPONED OR CANCELED	6%
NO, HAVE NOT POSTPONED OR CANCELED	93%
NO ANSWER/DON'T KNOW	1%

Q7. AS A RESULT OF THE ECONOMIC SLUMP, HAVE YOU POSTPONED OR CANCELED ANY OF THE FOLLOWING?
C) GETTING DIVORCED

ALL
RESPONDENTS
=====

YES, HAVE POSTPONED OR CANCELED	2%
NO, HAVE NOT POSTPONED OR CANCELED	97%
NO ANSWER/DON'T KNOW	1%

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Q7. AS A RESULT OF THE ECONOMIC SLUMP, HAVE YOU POSTPONED OR CANCELED ANY OF THE FOLLOWING?
D) HAVING A BABY

ALL
RESPONDENTS
=====

YES, HAVE POSTPONED OR CANCELED	6%
NO, HAVE NOT POSTPONED OR CANCELED	92%
NO ANSWER/DON' T KNOW	2%

Q7. AS A RESULT OF THE ECONOMIC SLUMP, HAVE YOU POSTPONED OR CANCELED ANY OF THE FOLLOWING?
E) BUYING A HOUSE

ALL
RESPONDENTS
=====

YES, HAVE POSTPONED OR CANCELED	18%
NO, HAVE NOT POSTPONED OR CANCELED	81%
NO ANSWER/DON' T KNOW	*

Q7. AS A RESULT OF THE ECONOMIC SLUMP, HAVE YOU POSTPONED OR CANCELED ANY OF THE FOLLOWING?
F) BUYING A CAR

ALL
RESPONDENTS
=====

YES, HAVE POSTPONED OR CANCELED	27%
NO, HAVE NOT POSTPONED OR CANCELED	72%
NO ANSWER/DON' T KNOW	1%

Q7. AS A RESULT OF THE ECONOMIC SLUMP, HAVE YOU POSTPONED OR CANCELED ANY OF THE FOLLOWING?
G) PLANS TO RETIRE

ALL
RESPONDENTS
=====

YES, HAVE POSTPONED OR CANCELED	16%
NO, HAVE NOT POSTPONED OR CANCELED	82%
NO ANSWER/DON' T KNOW	1%

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Q7. AS A RESULT OF THE ECONOMIC SLUMP, HAVE YOU POSTPONED OR CANCELED ANY OF THE FOLLOWING?
H) MEDICAL OR DENTAL PROCEDURES, SUCH AS MEDICAL CHECK-UPS OR MEDICAL PROCEDURES, SUCH AS SURGERY

ALL
RESPONDENTS
=====

YES, HAVE POSTPONED OR CANCELED	24%
NO, HAVE NOT POSTPONED OR CANCELED	76%
NO ANSWER/DON'T KNOW	*

Q7. AS A RESULT OF THE ECONOMIC SLUMP, HAVE YOU POSTPONED OR CANCELED ANY OF THE FOLLOWING?
I) A VACATION OR GET-AWAY

ALL
RESPONDENTS
=====

YES, HAVE POSTPONED OR CANCELED	39%
NO, HAVE NOT POSTPONED OR CANCELED	60%
NO ANSWER/DON'T KNOW	*

Q7A. WOULD YOU SAY THAT, DURING THE DOWNTURN, YOUR RELATIONSHIPS WITH THE FOLLOWING HAVE GOTTEN BETTER, WORSE OR STAYED ABOUT THE SAME?

A) SPOUSE/PARTNER

ALL
RESPONDENTS
=====

BETTER	14%
WORSE	9%
SAME	63%
DOES NOT APPLY	14%
NO ANSWER/DON'T KNOW	*

Q7A. WOULD YOU SAY THAT, DURING THE DOWNTURN, YOUR RELATIONSHIPS WITH THE FOLLOWING HAVE GOTTEN BETTER, WORSE OR STAYED ABOUT THE SAME?

B) CHILDREN

ALL
RESPONDENTS
=====

BETTER	15%
WORSE	4%
SAME	68%
DOES NOT APPLY	13%
NO ANSWER/DON'T KNOW	*

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Q7A. WOULD YOU SAY THAT, DURING THE DOWNTURN, YOUR RELATIONSHIPS WITH THE FOLLOWING HAVE GOTTEN BETTER, WORSE OR STAYED ABOUT THE SAME?

C) BOSS

ALL
RESPONDENTS
=====

BETTER	7%
WORSE	9%
SAME	57%
DOES NOT APPLY	26%
NO ANSWER/DON' T KNOW	*

Q7A. WOULD YOU SAY THAT, DURING THE DOWNTURN, YOUR RELATIONSHIPS WITH THE FOLLOWING HAVE GOTTEN BETTER, WORSE OR STAYED ABOUT THE SAME?

D) CO-WORKERS

ALL
RESPONDENTS
=====

BETTER	9%
WORSE	5%
SAME	64%
DOES NOT APPLY	22%
NO ANSWER/DON' T KNOW	*

Q7A. WOULD YOU SAY THAT, DURING THE DOWNTURN, YOUR RELATIONSHIPS WITH THE FOLLOWING HAVE GOTTEN BETTER, WORSE OR STAYED ABOUT THE SAME?

E) FRIENDS AND NEIGHBORS

ALL
RESPONDENTS
=====

BETTER	14%
WORSE	5%
SAME	80%
DOES NOT APPLY	1%
NO ANSWER/DON' T KNOW	*

Q7A1. ARE YOU OR IS ANYONE IN YOUR HOUSEHOLD PLANNING TO ATTEND COLLEGE AT SOME POINT, EVEN IF IT IS YEARS AWAY?

ALL
RESPONDENTS
=====

YES	52%
NO	48%
NO ANSWER/DON' T KNOW	*

* = less than 1%

- = question not asked/zero respondents

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Q7B. ARE YOU WORRIED OR NOT ABOUT BEING ABLE TO AFFORD COLLEGE?
BASE: SOMEONE IN HOUSEHOLD PLANNING TO ATTEND COLLEGE (420)

ALL
RESPONDENTS
=====

YES, WORRIED	64%
NO, NOT WORRIED	36%
NO ANSWER/DON'T KNOW	*

Q7D. SINCE THE ECONOMIC DOWNTURN BEGAN, ARE YOU MORE CONCERNED THAN BEFORE ABOUT YOUR PERSONAL SAFETY, LESS CONCERNED, OR HASN'T THE DOWNTURN REALLY AFFECTED YOUR LEVEL OF CONCERN ABOUT PERSONAL SAFETY?

ALL
RESPONDENTS
=====

MORE	40%
LESS	2%
HASN'T AFFECTED	58%
NO ANSWER/DON'T KNOW	*

Q7E. DO YOU OWN A GUN, OR ARE YOU CONSIDERING BUYING ONE?

ALL
RESPONDENTS
=====

YES	43%
NO	56%
NO ANSWER/DON'T KNOW	1%

Q8. DO YOU HAVE ANY PLANS TO BUY A NEW CAR IN THE NEXT YEAR OR SO?

ALL
RESPONDENTS
=====

YES	20%
NO	78%
NO ANSWER/DON'T KNOW	2%

Q9. IF YOU WERE PURCHASING A CAR, WOULD YOU CONSIDER ONLY CARS MADE BY U.S. AUTOMAKERS, ONLY CARS MADE BY FOREIGN AUTOMAKERS, OR WOULD YOU CONSIDER BOTH U.S. AND FOREIGN CARS?

ALL
RESPONDENTS
=====

ONLY CARS MADE BY U.S. AUTOMAKERS	27%
ONLY CARS MADE BY FOREIGN AUTOMAKERS	11%
BOTH	60%
NO ANSWER/DON'T KNOW	2%

* = less than 1%

- = question not asked/zero respondents

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Q10. WOULD YOU CONSIDER BUYING A CAR OR NOT FROM A U.S. AUTOMAKER THAT DECLARED BANKRUPTCY IF THEY CONTINUED TO MANUFACTURE CARS AND THE U.S. GOVERNMENT GUARANTEED THE CAR WARRANTY?

ALL
RESPONDENTS
=====

YES, WOULD CONSIDER	65%
NO, WOULD NOT CONSIDER	29%
NO ANSWER/DON'T KNOW	5%

Q11. WHAT IF YOU WERE TO WIN \$1,000 IN A LOTTERY. WHAT WOULD YOU BE LIKELY TO DO WITH THE MONEY - SPEND IT, SAVE IT, INVEST IT, OR SOMETHING ELSE?

ALL
RESPONDENTS
=====

SPEND IT	29%
SAVE IT	41%
INVEST IT	12%
SOMETHING ELSE (SPECIFY)	15%
SAVE SOME/SPEND SOME	3%
NO ANSWER/DON'T KNOW	1%

Q12. ONCE THE ECONOMY STARTS TO RECOVER, DO YOU THINK THAT YOU'LL GO BACK TO SPENDING THE WAY THINGS WERE BEFORE, OR DO YOU THINK THAT YOU'LL CONTINUE TO SPEND LESS THAN YOU DID BEFORE?

ALL
RESPONDENTS
=====

GO BACK TO SPENDING THE WAY THINGS WERE BEFORE	25%
CONTINUE TO SPEND LESS	61%
NOT SPENDING LESS NOW	13%
NO ANSWER/DON'T KNOW	2%

Q13. BECAUSE OF THE STATE OF THE ECONOMY AND ANY CONCERNS ABOUT MONEY AND DEBT YOU MAY HAVE, HAVE YOU EXPERIENCED ANY OF THE FOLLOWING IN THE PAST FEW MONTHS, OR NOT?

1) HAD TROUBLE CONCENTRATING ON THINGS

ALL
RESPONDENTS
=====

YES, HAVE EXPERIENCED	28%
NO, HAVE NOT EXPERIENCED	72%
NO ANSWER/DON'T KNOW	*

* = less than 1%

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Q13. BECAUSE OF THE STATE OF THE ECONOMY AND ANY CONCERNS ABOUT MONEY AND DEBT YOU MAY HAVE, HAVE YOU EXPERIENCED ANY OF THE FOLLOWING IN THE PAST FEW MONTHS, OR NOT?

2) FEELING NERVOUS OR ANXIOUS

ALL
RESPONDENTS
=====

YES, HAVE EXPERIENCED	40%
NO, HAVE NOT EXPERIENCED	59%
NO ANSWER/DON' T KNOW	*

Q13. BECAUSE OF THE STATE OF THE ECONOMY AND ANY CONCERNS ABOUT MONEY AND DEBT YOU MAY HAVE, HAVE YOU EXPERIENCED ANY OF THE FOLLOWING IN THE PAST FEW MONTHS, OR NOT?

3) HAVE GOTTEN UPSET WITH YOUR SPOUSE OR SOMEONE ELSE FOR NO APPARENT REASON

ALL
RESPONDENTS
=====

YES, HAVE EXPERIENCED	21%
NO, HAVE NOT EXPERIENCED	78%
NO ANSWER/DON' T KNOW	*

Q13. BECAUSE OF THE STATE OF THE ECONOMY AND ANY CONCERNS ABOUT MONEY AND DEBT YOU MAY HAVE, HAVE YOU EXPERIENCED ANY OF THE FOLLOWING IN THE PAST FEW MONTHS, OR NOT?

4) HAD TROUBLE SLEEPING

ALL
RESPONDENTS
=====

YES, HAVE EXPERIENCED	32%
NO, HAVE NOT EXPERIENCED	68%
NO ANSWER/DON' T KNOW	*

Q13. BECAUSE OF THE STATE OF THE ECONOMY AND ANY CONCERNS ABOUT MONEY AND DEBT YOU MAY HAVE, HAVE YOU EXPERIENCED ANY OF THE FOLLOWING IN THE PAST FEW MONTHS, OR NOT?

5) DRINKING DRINKS WITH ALCOHOL MORE THAN YOU DID BEFORE

ALL
RESPONDENTS
=====

YES, HAVE EXPERIENCED	8%
NO, HAVE NOT EXPERIENCED	92%
NO ANSWER/DON' T KNOW	1%

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Q13. BECAUSE OF THE STATE OF THE ECONOMY AND ANY CONCERNS ABOUT MONEY AND DEBT YOU MAY HAVE, HAVE YOU EXPERIENCED ANY OF THE FOLLOWING IN THE PAST FEW MONTHS, OR NOT?
6) SMOKED CIGARETTES MORE THAN IN THE PAST

ALL
RESPONDENTS
=====

YES, HAVE EXPERIENCED	9%
NO, HAVE NOT EXPERIENCED	89%
NO ANSWER/DON' T KNOW	2%

Q13. BECAUSE OF THE STATE OF THE ECONOMY AND ANY CONCERNS ABOUT MONEY AND DEBT YOU MAY HAVE, HAVE YOU EXPERIENCED ANY OF THE FOLLOWING IN THE PAST FEW MONTHS, OR NOT?
7) FEELING DEPRESSED AND UNABLE TO PARTICIPATE IN NORMAL ACTIVITIES

ALL
RESPONDENTS
=====

YES, HAVE EXPERIENCED	20%
NO, HAVE NOT EXPERIENCED	79%
NO ANSWER/DON' T KNOW	*

Q13. BECAUSE OF THE STATE OF THE ECONOMY AND ANY CONCERNS ABOUT MONEY AND DEBT YOU MAY HAVE, HAVE YOU EXPERIENCED ANY OF THE FOLLOWING IN THE PAST FEW MONTHS, OR NOT?
8) EATING MORE THAN YOU DID IN THE PAST

ALL
RESPONDENTS
=====

YES, HAVE EXPERIENCED	14%
NO, HAVE NOT EXPERIENCED	86%
NO ANSWER/DON' T KNOW	*

Q13. BECAUSE OF THE STATE OF THE ECONOMY AND ANY CONCERNS ABOUT MONEY AND DEBT YOU MAY HAVE, HAVE YOU EXPERIENCED ANY OF THE FOLLOWING IN THE PAST FEW MONTHS, OR NOT?
9) EATING LESS THAN YOU DID IN THE PAST

ALL
RESPONDENTS
=====

YES, HAVE EXPERIENCED	23%
NO, HAVE NOT EXPERIENCED	77%
NO ANSWER/DON' T KNOW	*

Q13. BECAUSE OF THE STATE OF THE ECONOMY AND ANY CONCERNS ABOUT MONEY AND DEBT YOU MAY HAVE, HAVE YOU EXPERIENCED ANY OF THE FOLLOWING IN THE PAST FEW MONTHS, OR NOT?
10) NOT ENJOYING SEX AS MUCH

ALL
RESPONDENTS
=====

YES, HAVE EXPERIENCED	9%
NO, HAVE NOT EXPERIENCED	85%
NO ANSWER/DON' T KNOW	5%

* = less than 1%

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A. GENDER

	ALL RESPONDENTS =====
MALE	48%
FEMALE	52%

F1. WHAT IS YOUR AGE?

	ALL RESPONDENTS =====
18-24	12%
25-29	7%
30-34	9%
35-39	7%
40-44	10%
45-54	23%
55-64	12%
65 OR OLDER	20%
NO ANSWER/DON' T KNOW	*

F2. WHAT IS THE HIGHEST GRADE OF SCHOOLING THAT YOU' VE COMPLETED?

	ALL RESPONDENTS =====
8TH GRADE OR LESS	1%
SOME HIGH SCHOOL	4%
HIGH SCHOOL GRADUATE	22%
SOME COLLEGE	27%
COLLEGE GRADUATE	30%
POSTGRADUATE STUDY/LAW OR MEDICAL SCHOOL	16%
NO ANSWER/DON' T KNOW	*

F3. ARE YOU OF HISPANIC ORIGIN OR DESCENT?

	ALL RESPONDENTS =====
YES	11%
NO	88%
NO ANSWER/DON' T KNOW	1%

* = less than 1%

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F4. WHAT IS YOUR RACE?

	ALL RESPONDENTS =====
WHI TE	75%
BLACK	11%
ASI AN	4%
HI SPANI C	5%
OTHER	4%
NO ANSWER/DON' T KNOW	1%

F5. GENERALLY SPEAKING, DO YOU USUALLY THINK OF YOURSELF AS A REPUBLICAN, A DEMOCRAT, AN INDEPENDENT, OR SOMETHING ELSE?

	ALL RESPONDENTS =====
A REPUBLI CAN	27%
A DEMOCRAT	37%
AN I NDEPENDENT	23%
SOMETHI NG ELSE	9%
NO ANSWER/DON' T KNOW	4%

F6. DO YOU LEAN MORE TOWARD THE REPUBLICAN PARTY OF MORE TOWARD THE DEMOCRATIC PARTY?

BASE: I NDEPENDENTS (240)

	ALL RESPONDENTS =====
LEAN MORE TOWARD REPUBLI CAN PARTY	30%
LEAN MORE TOWARD DEMOCRATI C PARTY	40%
DON' T LEAN/I NDEPENDENT/ SOMETHI NG ELSE	26%
NO ANSWER/DON' T KNOW	3%

F5. GENERALLY SPEAKING, DO YOU USUALLY THINK OF YOURSELF AS A REPUBLICAN, A DEMOCRAT, AN INDEPENDENT, OR SOMETHING ELSE?

F6. DO YOU LEAN MORE TOWARD THE REPUBLICAN PARTY OF MORE TOWARD THE DEMOCRATIC PARTY?

	ALL RESPONDENTS =====
REPUBLI CAN/LEAN REPUBLI CAN	34%
DEMOCRAT/LEAN DEMOCRAT	46%
DON' T LEAN/I NDEPENDENT/ SOMETHI NG ELSE	15%
NO ANSWER/DON' T KNOW	5%

* = less than 1%

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F7. DO YOU OWN STOCKS OR BONDS?

ALL
RESPONDENTS
=====

YES, OWN	54%
NO, DO NOT OWN	45%
NO ANSWER/DON' T KNOW	1%

F7. DO YOU OWN A 401K, INDIVIDUAL RETIREMENT ACCOUNT, OR SOME OTHER RETIREMENT ACCOUNT?

ALL
RESPONDENTS
=====

YES, OWN	65%
NO, DO NOT OWN	34%
NO ANSWER/DON' T KNOW	1%

F7A. ARE YOU CURRENTLY EMPLOYED FULL-TIME OUTSIDE THE HOME, PART-TIME, UNEMPLOYED BUT LOOKING FOR WORK, NOT EMPLOYED OUTSIDE THE HOME AND NOT LOOKING FOR WORK, A FULL-TIME STUDENT, OR RETIRED?
BASE: TOTAL ASKED (829)

ALL
RESPONDENTS
=====

EMPLOYED FULL-TIME	49%
EMPLOYED PART-TIME	13%
UNEMPLOYED BUT LOOKING FOR WORK	8%
NOT EMPLOYED AND NOT LOOKING	6%
FULL-TIME STUDENT	2%
RETIRED	21%
NO ANSWER/DON' T KNOW	1%

F8. FINALLY, JUST FOR CLASSIFICATION PURPOSES, WAS YOUR TOTAL FAMILY INCOME BEFORE TAXES LAST YEAR...?

ALL
RESPONDENTS
=====

LESS THAN \$20,000	13%
\$20,000 TO JUST UNDER \$35,000	14%
\$35,000 TO JUST UNDER \$50,000	15%
\$50,000 TO JUST UNDER \$75,000	17%
\$75,000 TO JUST UNDER \$100,000	12%
\$100,000 TO JUST UNDER \$150,000	11%
\$150,000 OR MORE	7%
NO ANSWER/DON' T KNOW	10%

* = less than 1%

- = question not asked/zero respondents