

Q1215 Compared to a year ago, would you say that your household's economic well being has become ...

14 Aug 2008
 Table 22

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1044	522	522	145	220	230	260	189	268	242	307	227	407	637	158	142	169	320
Weighted Base	1044	516	528	159*	192	246	257	192	224	235	345	240	429	616	241	117*	156*	274
Better Off (NET)	144 14%	70 14%	74 14%	25 16%	27 14%	32 13%	44 17% H	15 8%	23 10%	34 14%	50 15%	37 15%	60 14%	85 14%	30 12%	17 14%	17 11%	44 16%
(5) Much better	21 2%	13 2%	8 2%	2 1%	6 3%	7 3%	6 2%	1 *	5 2%	3 1%	10 3%	3 1%	9 2%	13 2%	3 1%	3 2%	4 2%	8 3%
(4) Somewhat better	123 12%	57 11%	65 12%	24 15%	22 11%	26 10%	38 15%	14 7%	19 8%	30 13%	40 12%	34 14%	51 12%	72 12%	27 11%	14 12%	13 9%	36 13%
(3) Remained about the same	318 30%	179 35% C	139 26%	56 35%	70 37% G	71 29%	63 24%	58 30%	80 36%	74 31%	92 27%	73 30%	129 30%	189 31%	51 21%	24 20%	41 26%	104 38% OP
Worse Off (NET)	582 56%	267 52%	315 60%	77 49%	94 49%	142 58%	150 59%	118 62%	121 54%	128 54%	203 59%	130 54%	240 56%	342 56%	160 66% R	77 65% R	98 63% R	126 46%
(2) Somewhat worse	425 41%	195 38%	231 44%	64 40%	73 38%	93 38%	97 38%	98 51% FG	89 40%	87 37%	158 46%	91 38%	175 41%	250 41%	101 42%	58 49%	69 44%	102 37%
(1) Much worse	157 15%	72 14%	84 16%	13 8%	21 11%	49 20% D	54 21% DEH	21 11%	32 14%	41 17%	44 13%	40 16%	64 15%	92 15%	59 24% R	19 16%	29 19% R	24 9%
Mean	2.5	2.5	2.4	2.6 H	2.6	2.4	2.4	2.4	2.4	2.4	2.5	2.5	2.4	2.5	2.2	2.4	2.3	2.6 OPQ
Std. Dev.	0.95	0.95	0.95	0.88	0.93	1.01	1.05	0.79	0.91	0.97	0.96	0.97	0.95	0.95	0.99	0.97	0.95	0.92
Sigma	1044 100%	516 100%	528 100%	159 100%	192 100%	246 100%	257 100%	192 100%	224 100%	235 100%	345 100%	240 100%	429 100%	616 100%	241 100%	117 100%	156 100%	274 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1216 In the past year ago would you say that the economy in the U.S. has become ...

14 Aug 2008
 Table 28

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1044	522	522	145	220	230	260	189	268	242	307	227	407	637	158	142	169	320
Weighted Base	1044	516	528	159*	192	246	257	192	224	235	345	240	429	616	241	117*	156*	274
Better Off (NET)	31 3%	18 4%	13 2%	5 3%	6 3%	9 4%	3 1%	8 4%	10 4%	12 5% L	7 2%	2 1%	13 3%	18 3%	12 5%	1 1%	4 3%	8 3%
(5) Much better	6 1%	4 1%	2 *	-	1 1%	-	1 *	4 2%	3 1%	2 1%	* *	* *	-	6 1%	2 1%	-	2 1%	3 1%
(4) Somewhat better	25 2%	14 3%	11 2%	5 3%	4 2%	9 4%	3 1%	4 2%	7 3%	9 4%	7 2%	2 1%	13 3%	12 2%	10 4%	1 1%	3 2%	5 2%
(3) Remained about the same	78 8%	49 9%	30 6%	16 10%	12 7%	16 6%	17 7%	17 9%	10 4%	23 10%	31 9%	15 6%	29 7%	49 8%	13 5%	6 5%	11 7%	22 8%
Worse Off (NET)	935 90%	449 87%	485 92%	137 87%	173 91%	220 90%	236 92%	167 87%	204 91%	201 85%	307 89%	222 93%	386 90%	548 89%	216 90%	111 94%	141 90%	244 89%
(2) Somewhat worse	486 47%	230 45%	257 49%	79 50%	85 44%	117 47%	117 46%	90 47%	95 43%	117 50%	172 50%	102 43%	219 51%	267 43%	82 34%	69 59% O	70 45%	145 53% O
(1) Much worse	448 43%	219 43%	229 43%	59 37%	89 46%	104 42%	119 46%	78 40%	109 49% J	84 36%	134 39%	120 50% J	167 39%	281 46%	134 56% PR	41 35%	72 46%	99 36%
Mean	1.7	1.7	1.7	1.8	1.7	1.7	1.6	1.8	1.7	1.8 L	1.7 L	1.6	1.7	1.7	1.6	1.7	1.7	
Std. Dev.	0.75	0.80	0.71	0.75	0.76	0.75	0.68	0.85	0.81	0.82	0.71	0.66	0.72	0.78	0.82	0.59	0.76	0.75
Sigma	1044 100%	516 100%	528 100%	159 100%	192 100%	246 100%	257 100%	192 100%	224 100%	235 100%	345 100%	240 100%	429 100%	616 100%	241 100%	117 100%	156 100%	274 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1220 In the past year, have you changed your lifestyle in any way as a result of inflation and tighter credit conditions?

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1044	522	522	145	220	230	260	189	268	242	307	227	407	637	158	142	169	320
Weighted Base	1044	516	528	159*	192	246	257	192	224	235	345	240	429	616	241	117*	156*	274
(5) Yes, changed my lifestyle completely	52 5%	20 4%	32 6%	1 *	10 5% D	13 5% D	16 6% D	12 6% D	4 2%	7 3%	21 6%	19 8% I	19 4%	33 5%	25 10% QR	6 5%	1 1%	10 4%
(4) Yes, changed my lifestyle a lot	193 19%	78 15%	115 22% B	19 12%	38 20%	52 21%	51 20%	33 17%	32 14%	52 22%	65 19%	44 18%	79 18%	114 19%	71 29% R	28 24% R	38 24% R	30 11%
(3) Yes, changed my lifestyle somewhat	349 33%	172 33%	178 34%	54 34%	57 30%	106 43% EH	85 33%	47 25%	88 39% L	82 35%	115 33%	65 27%	166 39% N	183 30%	68 28%	38 32%	61 39%	97 36%
(2) Yes, changed my lifestyle a little	276 26%	138 27%	139 26%	55 35% EF	42 22%	52 21%	68 27%	58 30%	61 27%	54 23%	84 24%	78 32%	101 24%	176 29%	51 21%	37 32%	36 23%	76 28%
(1) No, have not changed at all	173 17%	109 21% C	64 12%	29 18% F	44 23% F	22 9%	37 14%	41 22% F	39 18%	39 17%	60 17%	34 14%	63 15%	110 18%	26 11%	8 7%	20 13%	60 22% OP
Mean	2.7	2.5	2.8 B	2.4	2.6	2.9 DEH	2.8 D	2.6	2.6	2.7	2.7	2.7	2.7	2.7	3.1 R	2.9 R	2.8 R	2.5
Std. Dev.	1.10	1.10	1.09	0.94	1.19	1.00	1.11	1.19	1.00	1.08	1.14	1.15	1.06	1.13	1.16	1.02	0.98	1.06
Sigma	1044 100%	516 100%	528 100%	159 100%	192 100%	246 100%	257 100%	192 100%	224 100%	235 100%	345 100%	240 100%	429 100%	616 100%	241 100%	117 100%	156 100%	274 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1225 How have you changed your lifestyle as a result of inflation and tighter credit conditions?

Base: All United States Adults 16-64 Those That Have Changed Their Lifestyle At Least A Little

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	847	397	450	113	166	195	217	156	218	196	247	186	325	522	140	128	139	241
Weighted Base	871	407	464	129*	147*	224	220	150*	185	196	285	206	365	506	215*	109*	136*	214
I have made fewer visits to restaurants, pubs and cinemas	651 75%	291 71%	360 78%	78 60%	119 81% D	175 78% D	164 74% D	115 77% D	132 71%	155 79%	204 72%	160 78%	283 78%	368 73%	164 76%	90 83%	109 80%	160 75%
I have delayed purchases of new clothes and other consumer goods to make what I have last longer	567 65%	245 60%	322 69% B	72 55%	100 68%	155 69%	139 63%	102 68%	119 64%	132 67%	190 67%	127 62%	232 64%	335 66%	166 77% QR	79 73%	85 63%	131 61%
I have reduced the range of food and drink I buy to cut out more expensive items	535 61%	248 61%	286 62%	52 40%	93 63% D	150 67% D	145 66% D	96 64% D	106 57%	136 70%	168 59%	125 61%	235 64%	300 59%	157 73%	69 63%	83 61%	141 66%
I shop more at discount stores	386 44%	151 37%	234 51% B	41 31%	70 48% D	97 43%	115 52% D	63 42%	74 40%	97 49%	121 42%	94 46%	160 44%	226 45%	125 58% PR	43 40%	70 51%	80 38%
I drive my car less and use public transport more	266 30%	120 30%	145 31%	32 25%	51 35%	66 29%	70 32%	47 31%	46 25%	46 23%	95 33%	79 38% IJ	94 26%	172 34%	77 36% P	22 20%	43 32%	75 35% P
I have delayed buying a new car, van, or truck	220 25%	111 27%	110 24%	31 24%	42 29%	46 20%	60 27%	42 28%	43 23%	56 29%	74 26%	47 23%	90 25%	130 26%	59 27%	27 25%	32 24%	55 26%
I have switched to taking a holiday in my own country rather than travelling outside the country	101 12%	49 12%	52 11%	8 6%	23 15%	24 11%	25 11%	21 14%	23 13%	16 8%	21 8%	40 19% JK	37 10%	64 13%	20 9%	5 5%	15 11%	41 19% OP
I have delayed buying a new home	101 12%	53 13%	48 10%	5 4%	31 21% DFG	23 10%	22 10%	19 13% D	15 8%	15 7%	35 12%	36 17% IJ	44 12%	56 11%	29 14%	12 11%	12 8%	32 15%
Through other means	320 37%	141 35%	179 39%	47 36%	40 27%	97 43% E	77 35%	60 40%	86 46% KL	80 41%	92 32%	62 30%	131 36%	190 37%	72 33%	37 34%	53 39%	85 40%
Sigma	3146 361%	1409 346%	1737 374%	364 281%	568 385%	832 372%	816 371%	566 377%	645 349%	732 374%	999 351%	770 374%	1305 357%	1841 364%	868 404%	385 353%	502 368%	800 374%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1230 How much responsibility does the government of the U.S. have for the recent economic downturn and its consequences?

Base: All United States Adults 16-64 Who Say That The Economy In The U.S. Has Become Worse

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	924	445	479	131	192	201	234	166	246	209	264	205	358	566	143	132	146	280
Weighted Base	935	449	485	137*	173	220	236	167*	204	201	307	222	386	548	216*	111*	141*	244
(5) Complete responsibility	191 20%	108 24% C	83 17%	21 15%	33 19%	33 15%	63 27% DF	42 25%	43 21%	49 24%	55 18%	43 19%	79 21%	111 20%	64 30% PQR	16 15%	23 16%	35 14%
(4) A lot of responsibility	440 47%	196 44%	244 50%	63 46%	86 50%	113 51%	96 41%	80 48%	110 54% J	81 40%	134 44%	115 52%	183 47%	257 47%	102 47%	46 41%	77 55%	123 50%
(3) Some responsibility	206 22%	87 19%	119 25%	28 21%	33 19%	50 23%	59 25%	36 22%	37 18%	57 28% L	76 25%	36 16%	79 21%	127 23%	32 15% OQR	40 36%	28 20%	58 24%
(2) A little responsibility	84 9%	48 11%	35 7%	20 14% H	17 10%	23 11%	16 7%	7 4%	14 7%	11 6%	35 11%	23 10%	40 10%	44 8%	15 7%	7 7%	11 8%	26 11%
(1) None at all	15 2%	10 2%	5 1%	6 4%	5 3%	1 1%	2 1%	2 1%	1 1%	3 1%	6 2%	5 2%	5 1%	10 2%	3 2%	1 1%	3 2%	2 1%
Mean	3.8	3.8	3.8	3.5	3.7	3.7	3.9 D	3.9 D	3.9 K	3.8	3.6	3.8	3.8	3.8	4.0 PR	3.6	3.7	3.7
Std. Dev.	0.93	1.01	0.86	1.05	0.97	0.87	0.92	0.85	0.84	0.91	0.97	0.97	0.94	0.93	0.93	0.85	0.89	0.89
Sigma	935 100%	449 100%	485 100%	137 100%	173 100%	220 100%	236 100%	167 100%	204 100%	201 100%	307 100%	222 100%	386 100%	548 100%	216 100%	111 100%	141 100%	244 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1235 How would you evaluate the way that the government of the U.S. has handled the economic downturn and its consequences?

Base: All United States Adults 16-64 Who Say That The Economy In The U.S. Has Become Worse

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	924	445	479	131	192	201	234	166	246	209	264	205	358	566	143	132	146	280
Weighted Base	935	449	485	137*	173	220	236	167*	204	201	307	222	386	548	216*	111*	141*	244
(5) Excellent	1	1	1	*	-	1	*	-	*	*	1	-	1	1	-	-	-	1
(4) Good	36 4%	14 3%	21 4%	5 4%	8 5%	4 2%	9 4%	9 5%	4 2%	5 2%	22 7%	5 2%	10 3%	25 5%	4 2%	2 1%	8 6%	12 5%
(3) Fair	218 23%	101 22%	117 24%	44 32% GH	39 23%	59 27%	45 19%	32 19%	39 19%	48 24%	86 28%	46 21%	111 29% N	107 19%	36 17%	33 29% O	24 17%	63 26%
(2) Bad	340 36%	167 37%	173 36%	58 42%	73 42%	79 36%	74 31%	56 34%	86 42%	68 34%	98 32%	88 40%	135 35%	205 37%	81 37%	43 39%	49 35%	89 37%
(1) Terrible	340 36%	167 37%	173 36%	30 22%	53 31%	78 35% D	107 45% DE	70 42% D	75 37%	81 40%	101 33%	84 38%	129 33%	211 38%	96 44%	33 30%	60 42%	80 33%
Mean	2.0	1.9	2.0	2.2 GH	2.0	2.0	1.8	1.9	1.9	1.9	2.1 IL	1.9	2.0	1.9	1.8 O	2.0 O	1.9	2.0 O
Std. Dev.	0.87	0.85	0.89	0.84	0.85	0.84	0.88	0.90	0.81	0.86	0.95	0.81	0.86	0.88	0.79	0.81	0.90	0.89
Sigma	935 100%	449 100%	485 100%	137 100%	173 100%	220 100%	236 100%	167 100%	204 100%	201 100%	307 100%	222 100%	386 100%	548 100%	216 100%	111 100%	141 100%	244 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1240 Do you feel the Federal Reserve has responded appropriately to the challenges of the economic downturn and its consequences?

Base: All United States Adults 16-64 Who Say That The Economy In The U.S. Has Become Worse

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	924	445	479	131	192	201	234	166	246	209	264	205	358	566	143	132	146	280
Weighted Base	935	449	485	137*	173	220	236	167*	204	201	307	222	386	548	216*	111*	141*	244
Yes	191 20%	119 26% C	73 15%	17 13%	17 10%	53 24% DE	59 25% DE	45 27% DE	41 20%	39 19%	72 24%	39 18%	81 21%	111 20%	20 9%	26 24% O	36 25% O	75 31% O
No	404 43%	206 46%	198 41%	35 26%	99 57% DF	85 39%	108 46% D	78 46% D	89 44%	73 37%	123 40%	119 54% JK	155 40%	249 45%	108 50%	41 37%	70 50%	93 38%
Not sure	339 36%	124 28%	215 44% B	85 62% EFGH	58 33%	82 37%	69 29%	45 27%	75 37%	89 44% L	112 36%	64 29%	150 39%	189 34%	88 41% Q	43 39%	35 25%	76 31%
Sigma	935 100%	449 100%	485 100%	137 100%	173 100%	220 100%	236 100%	167 100%	204 100%	201 100%	307 100%	222 100%	386 100%	548 100%	216 100%	111 100%	141 100%	244 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1245 Has the state of the economy changed the way you plan to vote at the next election expected in less than two years' time?

14 Aug 2008
 Table 64

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1044	522	522	145	220	230	260	189	268	242	307	227	407	637	158	142	169	320
Weighted Base	1044	516	528	159*	192	246	257	192	224	235	345	240	429	616	241	117*	156*	274
Yes	312 30%	158 31%	154 29%	36 23%	57 30%	77 32%	79 31%	62 33%	70 31%	81 35% K	85 25%	76 32%	117 27%	195 32%	99 41% PQR	27 23%	39 25%	78 29%
No	516 49%	264 51%	252 48%	53 34%	95 50% D	124 51% D	132 51% D	111 58% D	99 44%	113 48%	179 52%	125 52%	200 47%	316 51%	94 39%	69 59% O	85 54% O	164 60% O
I do not intend to vote at the next general election	72 7%	39 8%	33 6%	29 18% EFGH	12 6%	16 7%	12 5%	3 2%	15 6%	12 5%	29 8%	16 7%	48 11% N	24 4%	16 7% R	6 5%	14 9% R	4 1%
Not sure	144 14%	55 11%	89 17% B	40 25% EFGH	28 15%	28 11%	33 13%	14 8%	40 18% L	29 12%	53 15%	23 9%	64 15%	80 13%	32 13%	16 13%	18 11%	27 10%
Sigma	1044 100%	516 100%	528 100%	159 100%	192 100%	246 100%	257 100%	192 100%	224 100%	235 100%	345 100%	240 100%	429 100%	616 100%	241 100%	117 100%	156 100%	274 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1250_1 In the past year have you or a member of your family experienced difficulty in obtaining the following?
 A mortgage

14 Aug 2008
 Table 70

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1044	522	522	145	220	230	260	189	268	242	307	227	407	637	158	142	169	320
Weighted Base	1044	516	528	159*	192	246	257	192	224	235	345	240	429	616	241	117*	156*	274
Yes	97 9%	33 6%	64 12% B	10 7%	21 11% H	32 13% H	27 11% H	7 4%	24 11%	26 11%	27 8%	19 8%	46 11%	51 8%	26 11%	13 11%	20 13%	22 8%
No	947 91%	483 94% C	464 88%	148 93%	171 89%	214 87%	230 89%	185 96% EFG	200 89%	209 89%	317 92%	221 92%	382 89%	565 92%	215 89%	104 89%	136 87%	252 92%
Sigma	1044 100%	516 100%	528 100%	159 100%	192 100%	246 100%	257 100%	192 100%	224 100%	235 100%	345 100%	240 100%	429 100%	616 100%	241 100%	117 100%	156 100%	274 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1250_2 In the past year have you or a member of your family experienced difficulty in obtaining the following?

14 Aug 2008
 Table 76

A loan

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1044	522	522	145	220	230	260	189	268	242	307	227	407	637	158	142	169	320
Weighted Base	1044	516	528	159*	192	246	257	192	224	235	345	240	429	616	241	117*	156*	274
Yes	184 18%	64 12%	121 23% B	34 21% H	39 20% H	48 20% H	47 18% H	17 9%	40 18%	40 17%	68 20%	36 15%	92 21% N	92 15%	66 27% R	23 20%	28 18%	36 13%
No	860 82%	452 88% C	407 77%	125 79%	153 80%	198 80%	210 82%	175 91% DEFG	184 82%	195 83%	277 80%	204 85%	337 79%	523 85% M	175 73%	94 80%	129 82%	238 87% O
Sigma	1044 100%	516 100%	528 100%	159 100%	192 100%	246 100%	257 100%	192 100%	224 100%	235 100%	345 100%	240 100%	429 100%	616 100%	241 100%	117 100%	156 100%	274 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1250_3 In the past year have you or a member of your family experienced difficulty in obtaining the following?

14 Aug 2008
 Table 82

A credit card

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1044	522	522	145	220	230	260	189	268	242	307	227	407	637	158	142	169	320
Weighted Base	1044	516	528	159*	192	246	257	192	224	235	345	240	429	616	241	117*	156*	274
Yes	169 16%	59 11%	110 21% B	23 15%	43 22% H	46 19% H	40 16%	17 9%	35 16%	38 16%	61 18%	35 15%	90 21% N	79 13%	56 23% R	32 27% R	30 19% R	26 9%
No	875 84%	457 89% C	418 79%	135 85%	149 78%	200 81%	217 84%	175 91% EF	189 84%	197 84%	284 82%	205 85%	339 79%	536 87% M	185 77%	86 73%	127 81%	248 91% OPQ
Sigma	1044 100%	516 100%	528 100%	159 100%	192 100%	246 100%	257 100%	192 100%	224 100%	235 100%	345 100%	240 100%	429 100%	616 100%	241 100%	117 100%	156 100%	274 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1250 In the past year have you or a member of your family experienced difficulty in obtaining the following?

14 Aug 2008
 Table 88

GRID SUMMARY TABLE

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	A Mortgage (B)	A Loan (C)	A Credit Card (D)
Unweighted Base	1044	1044	1044
Weighted Base	1044	1044	1044
Yes	97 9%	184 18% B	169 16% B
No	947 91% CD	860 82%	875 84%
Sigma	1044 100%	1044 100%	1044 100%

Proportions/Means: All Columns Tested (5% risk level)
 Overlap formulae used.

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Q1255 Have you had any difficulty in buying or selling a property as a result of the economic downturn and its consequences?

14 Aug 2008
 Table 94

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1044	522	522	145	220	230	260	189	268	242	307	227	407	637	158	142	169	320
Weighted Base	1044	516	528	159*	192	246	257	192	224	235	345	240	429	616	241	117*	156*	274
Yes	161 15%	59 11%	102 19% B	17 11%	30 16%	51 21% D	38 15%	25 13%	35 15%	31 13%	53 15%	43 18%	68 16%	93 15%	38 16%	16 14%	24 16%	47 17%
No	883 85%	457 89% C	426 81%	142 89% F	161 84%	195 79%	219 85%	166 87%	190 85%	205 87%	292 85%	197 82%	360 84%	523 85%	203 84%	101 86%	132 84%	227 83%
Sigma	1044 100%	516 100%	528 100%	159 100%	192 100%	246 100%	257 100%	192 100%	224 100%	235 100%	345 100%	240 100%	429 100%	616 100%	241 100%	117 100%	156 100%	274 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1260 Which one, if any, of the following countries do you think is the greatest threat to global stability?

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1044	522	522	145	220	230	260	189	268	242	307	227	407	637	158	142	169	320
Weighted Base	1044	516	528	159*	192	246	257	192	224	235	345	240	429	616	241	117*	156*	274
Iran	271 26%	186 36% C	85 16%	24 15%	38 20%	72 29% D	68 26% D	68 36% DE	49 22%	53 22%	105 30%	65 27%	109 25%	162 26%	48 20%	39 33% O	41 27%	86 32% O
China	245 23%	121 24%	124 23%	37 23%	35 18%	51 21%	74 29% E	48 25%	56 25%	63 27%	68 20%	58 24%	90 21%	155 25%	46 19%	23 19%	42 27%	72 26%
US	173 17%	80 16%	93 18%	31 19% G	42 22% G	47 19% G	26 10%	27 14%	46 20% K	42 18%	42 12%	43 18%	74 17%	99 16%	51 21%	12 11%	31 20%	34 13%
Iraq	116 11%	30 6%	86 16% B	27 17%	21 11%	26 11%	26 10%	17 9%	21 10%	25 11%	45 13%	25 10%	59 14%	56 9%	35 14%	10 9%	19 12%	22 8%
North Korea	104 10%	38 7%	66 13% B	11 7%	19 10%	32 13%	31 12%	12 6%	29 13%	22 10%	27 8%	26 11%	48 11%	56 9%	26 11%	17 15%	12 8%	30 11%
Russia	16 2%	16 3% C	1 *	-	4 2%	3 1%	4 2%	5 3%	2 1%	3 1%	7 2%	5 2%	3 1%	13 2%	2 1%	2 2%	1 1%	8 3%
Afganistan	10 1%	5 1%	5 1%	-	1 1%	* *	3 1%	6 3% F	1 1%	7 3% L	2 1%	-	2 *	8 1%	-	5 4% OQR	-	* *
Saudi Arabia	2 *	2 *	-	-	2 1%	-	-	-	-	-	2 1%	-	-	2 *	-	-	-	-
Israel	2 *	1 *	1 *	-	1 1%	-	1 *	-	1 *	-	1 *	-	-	2 *	-	1 1%	-	-
Africa (country not specified)	* *	-	* *	-	* *	-	-	-	-	-	-	* *	-	* *	-	-	-	-
Pakistan	* *	-	* *	-	-	-	* *	-	* *	-	-	-	-	* *	-	-	-	* *

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Q1260 Which one, if any, of the following countries do you think is the greatest threat to global stability?

14 Aug 2008
 Table 100

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	1044	516	528	159*	192	246	257	192	224	235	345	240	429	616	241	117*	156*	274
India	*	-	*	-	-	-	-	*	-	-	*	-	-	*	-	-	*	-
Other	5	4	1	1	1	1	2	*	1	1	2	1	1	4	1	-	1	2
	*	1%	*	*	*	1%	1%	*	1%	*	1%	*	*	1%	1%	-	*	1%
None	98	33	65	29	26	13	23	7	18	20	44	16	43	55	31	7	8	18
	9%	6%	12%	18%	14%	5%	9%	4%	8%	8%	13%	7%	10%	9%	13%	6%	5%	7%
Not sure	1	-	1	-	*	*	-	-	1	-	-	-	-	1	-	-	*	*
	*	-	*	-	*	*	-	-	*	-	-	-	-	*	-	-	*	*
Sigma	1044	516	528	159	192	246	257	192	224	235	345	240	429	616	241	117	156	274
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Analysis of Sample - United States

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1044	522	522	145	220	230	260	189	268	242	307	227	407	637	158	142	169	320
Weighted Base	1044	516	528	159*	192	246	257	192	224	235	345	240	429	616	241	117*	156*	274
United States Total	1044	516	528	159	192	246	257	192	224	235	345	240	429	616	241	117	156	274
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Gender																		
Male	516	516	-	93	92	114	120	97	114	116	164	122	211	305	96	50	68	154
	49%	100%	-	58%	48%	46%	47%	51%	51%	49%	48%	51%	49%	50%	40%	43%	43%	56%
		C																OPQ
Female	528	-	528	66	100	132	136	94	110	119	181	118	217	311	145	67	89	119
	51%	-	100%	42%	52%	54%	53%	49%	49%	51%	52%	49%	51%	50%	60%	57%	57%	44%
			B												R	R	R	
Age																		
16-24	159	93	66	159	-	-	-	-	33	39	51	36	96	63	39	8	3	12
	15%	18%	12%	100%	-	-	-	-	15%	17%	15%	15%	22%	10%	16%	7%	2%	4%
				EFGH									N		QR			
25-34	192	92	100	-	192	-	-	-	33	32	72	55	66	125	58	22	31	38
	18%	18%	19%	-	100%	-	-	-	15%	14%	21%	23%	16%	20%	24%	18%	20%	14%
					DFGH										R			
35-44	246	114	132	-	-	246	-	-	70	54	73	48	158	87	36	32	56	92
	24%	22%	25%	-	-	100%	-	-	31%	23%	21%	20%	37%	14%	15%	28%	36%	34%
						DEGH			KL				N		O	O	O	
45-54	257	120	136	-	-	-	257	-	54	55	83	65	100	157	56	41	42	84
	25%	23%	26%	-	-	-	100%	-	24%	23%	24%	27%	23%	26%	23%	35%	27%	31%
							DEFH											
55-64	192	97	94	-	-	-	-	192	34	55	67	36	8	183	51	14	23	48
	18%	19%	18%	-	-	-	-	100%	15%	23%	19%	15%	2%	30%	21%	12%	15%	17%
								DEFG						M				

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

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Analysis of Sample - United States

14 Aug 2008
 Table 101

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	United States																	
	Gender			Age					Region				Presence Of Children In Household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-east	Midwest	South	West	Yes	No	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	1044	516	528	159*	192	246	257	192	224	235	345	240	429	616	241	117*	156*	274
Region																		
Northeast	224 21%	114 22%	110 21%	33 21%	33 17%	70 29% EH	54 21%	34 18%	224 100% JKL	-	-	-	93 22%	131 21%	30 12%	16 13%	47 30% OP	68 25% OP
Midwest	235 23%	116 22%	119 23%	39 25%	32 17%	54 22%	55 21%	55 29% E	-	235 100% IKL	-	-	98 23%	137 22%	73 30% R	37 31% R	31 20%	43 16%
South	345 33%	164 32%	181 34%	51 32%	72 38%	73 30%	83 32%	67 35%	-	-	345 100% IJL	-	135 31%	210 34%	83 34%	41 35%	39 25%	91 33%
West	240 23%	122 24%	118 22%	36 23%	55 29%	48 20%	65 25%	36 19%	-	-	-	240 100% IJK	103 24%	137 22%	56 23%	24 20%	38 25%	72 26%
Presence of children in household																		
Yes	429 41%	211 41%	217 41%	96 61% EGH	66 35% H	158 64% EGH	100 39% H	8 4%	93 42%	98 42%	135 39%	103 43%	429 100% N	-	75 31%	48 41%	72 46% O	119 43% O
No	616 59%	305 59%	311 59%	63 39%	125 65% DF	87 36%	157 61% DF	183 96% DEFG	131 58%	137 58%	210 61%	137 57%	-	616 100% M	166 69% QR	69 59%	84 54%	155 57%
Income																		
<= \$35K	241 23%	96 19%	145 27% B	39 25%	58 30% F	36 15%	56 22%	51 27% F	30 13%	73 31% I	83 24% I	56 23% I	75 17%	166 27% M	241 100% PQR	-	-	-
\$35K-\$49.9K	117 11%	50 10%	67 13%	8 5%	22 11% D	32 13% D	41 16% DH	14 7%	16 7%	37 16% I	41 12%	24 10%	48 11%	69 11%	-	117 100% OQR	-	-
\$50K-\$74.9K	156 15%	68 13%	89 17%	3 2%	31 16% D	56 23% DH	42 16% D	23 12% D	47 21% K	31 13%	39 11%	38 16%	72 17%	84 14%	-	-	156 100% OPR	-
\$75K+	274 26%	154 30% C	119 23%	12 7%	38 20% D	92 38% DEH	84 33% DE	48 25% D	68 30% J	43 18%	91 26%	72 30% J	119 28%	155 25%	-	-	-	274 100% OPQ

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
 Overlap formulae used. * small base

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
 cgerlotto@harrisinteracive.com OR ikranitis@harrisinteractive.com
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www.harrisinteractive.com/europe

CLASSIFICATION TABLES - UNITED STATES (DEMOGRAPHIC)

Base: All United States Adults 16-64

	Unweighted	Weighted
Unweighted Base	1044	1044
Weighted Base	1044	1044
GENDER -----		
Male	522 50%	516 49%
Female	522 50%	528 51%
AGE -----		
16-24	145 14%	159 15%
25-34	220 21%	192 18%
35-44	230 22%	246 24%
45-54	260 25%	257 25%
55+	189 18%	192 18%
REGION -----		
Northeast	268 26%	224 21%
Midwest	242 23%	235 23%
South	307 29%	345 33%
West	227 22%	240 23%

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CLASSIFICATION TABLES - UNITED STATES (DEMOGRAPHIC)

14 Aug 2008
 Table 102

Base: All United States Adults 16-64

	Unweighted	Weighted
Weighted Base	1044	1044
<u>PRESENCE OF CHILDREN IN HOUSEHOLD</u>		
Yes	407 39%	429 41%
No	637 61%	616 59%
<u>INCOME</u>		
<= \$35K	158 15%	241 23%
\$35K-\$49.9K	142 14%	117 11%
\$50K-\$74.9K	169 16%	156 15%
\$75K+	320 31%	274 26%
Decline to Answer/Not Answered	255 24%	256 25%

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WEIGHTING VARIABLES - UNITED STATES

Base: All United States Adults 16-64

	Unweighted	Weighted
Unweighted Base	1044	1044
Weighted Base	1044	1044
<u>AGE CATEGORIES</u>		
16-29	275 26%	274 26%
30-39	224 21%	223 21%
40-49	255 24%	258 25%
50-64	290 28%	290 28%
<u>GENDER</u>		
Male	522 50%	516 49%
Female	522 50%	528 51%
<u>EDUCATION</u>		
High School or Less	84 8%	143 14%
Some College	292 28%	482 46%
Associates Degree	92 9%	87 8%
4 Year College Degree	231 22%	178 17%
Post-Graduate Schooling	285 27%	93 9%
10th Grade	17 2%	19 2%
11th Grade	43 4%	41 4%
<u>RACE/ETHNICITY</u>		
Hispanic	74 7%	129 12%

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WEIGHTING VARIABLES - UNITED STATES

Base: All United States Adults 16-64

	Unweighted	Weighted
Weighted Base	1044	1044
Black/African American But Not Hispanic	45 4%	105 10%
All Others	925 89%	810 78%

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WEIGHTING VARIABLES - UNITED STATES

Base: All United States Adults 16-64

	Unweighted	Weighted
Weighted Base	1044	1044
<u>REGION</u>		
North-East 1	67 6%	48 5%
North-East 2	201 19%	176 17%
South 1	206 20%	224 21%
South 2	101 10%	120 12%
Midwest 1	168 16%	166 16%
Midwest 2	74 7%	70 7%
West 1	66 6%	68 6%
West 2	161 15%	172 17%
<u>YEARLY HOUSEHOLD INCOME</u>		
Less than \$15,000	47 5%	78 7%
\$15,000 - \$24,999	47 5%	80 8%
\$25,000 - \$34,999	64 6%	83 8%
\$35,000 - \$49,999	142 14%	117 11%
\$50,000 - \$74,999	169 16%	156 15%
\$75,000 - \$99,999	123 12%	106 10%
\$100,000 or More	197 19%	168 16%
Decline to Answer/Not Answered	255 24%	256 25%

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WEIGHTING VARIABLES - UNITED STATES

Base: All United States Adults 16-64

	Unweighted	Weighted
Weighted Base	1044	1044
<u>PROPENSITY QUINTILE</u>		
Quintile 1	423 41%	201 19%
Quintile 2	217 21%	198 19%
Quintile 3	156 15%	194 19%
Quintile 4	109 10%	195 19%
Quintile 5	76 7%	194 19%
Missing	63 6%	63 6%

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14 August 2008
 THE HARRIS POLL GLOBAL OMNIBUS
 J7033 AUGUST PAN EURO 2008
 HARRIS INTERACTIVE
 A465 FT - THE ECONOMY
 FIELD PERIOD: 30th JULY - 5th AUGUST 2008

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2	28	Q1216 In the past year ago would you say that the economy in the U.S. has become ... This Question Was Weighted To The General Population
3	34	Q1220 In the past year, have you changed your lifestyle in any way as a result of inflation and tighter credit conditions? This Question Was Weighted To The General Population
4	40	Q1225 How have you changed your lifestyle as a result of inflation and tighter credit conditions? This Question Was Weighted To The General Population
5	46	Q1230 How much responsibility does the government of the U.S. have for the recent economic downturn and its consequences? This Question Was Weighted To The General Population
6	52	Q1235 How would you evaluate the way that the government of the U.S. has handled the economic downturn and its consequences? This Question Was Weighted To The General Population
7	58	Q1240 Do you feel the Federal Reserve has responded appropriately to the challenges of the economic downturn and its consequences? This Question Was Weighted To The General Population
8	64	Q1245 Has the state of the economy changed the way you plan to vote at the next election expected in less than two years' time? This Question Was Weighted To The General Population
9	70	Q1250_1 In the past year have you or a member of your family experienced difficulty in obtaining the following? A mortgage This Question Was Weighted To The General Population
10	76	Q1250_2 In the past year have you or a member of your family experienced difficulty in obtaining the following? A loan This Question Was Weighted To The General Population
11	82	Q1250_3 In the past year have you or a member of your family experienced difficulty in obtaining the following? A credit card This Question Was Weighted To The General Population
12	88	Q1250 In the past year have you or a member of your family experienced difficulty in obtaining the following? GRID SUMMARY TABLE This Question Was Weighted To The General Population
13	94	Q1255 Have you had any difficulty in buying or selling a property as a result of the economic downturn and its consequences? This Question Was Weighted To The General Population
14	100	Q1260 Which one, if any, of the following countries do you think is the greatest threat to global stability? This Question Was Weighted To The General Population
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