



# **Perspectives on the Economy**

**Survey Ran: February 2008**

**Number of participants : 301**

**Survey Requirements:**

- **US Residents**

Disclaimer: This report presents selected results from a recent survey and is not meant to be predictive of which candidate will win either the primary or general election in 2008.

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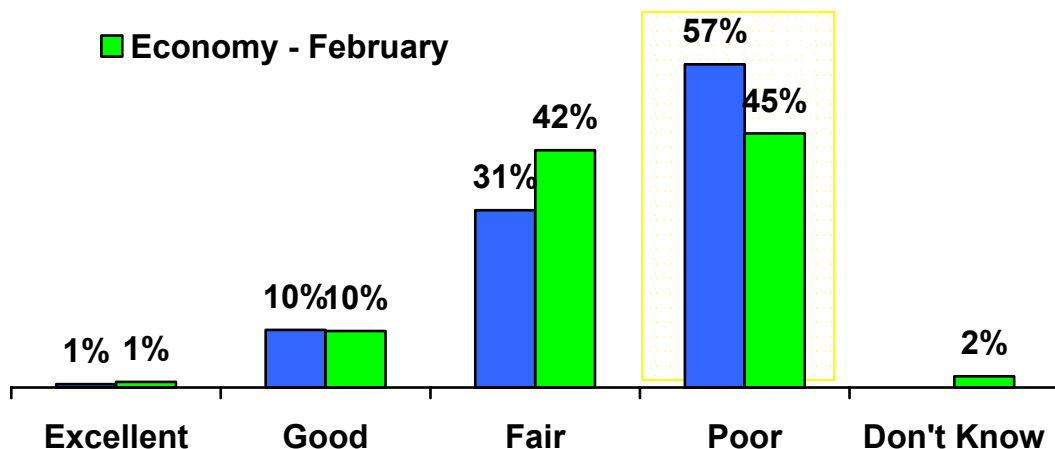
# Perceptions of US Economy

## Rating the Economy

There continues to be deep pessimism about the strength of the US economy. Overall women are more pessimistic about the state of the economy and more often rate the economy as "poor" than men. About 53% of women in the survey rated the economy as poor compared to 30% of men. Men were more likely to rate the economy as fair (55% of men) rather than poor.

### Economy - January

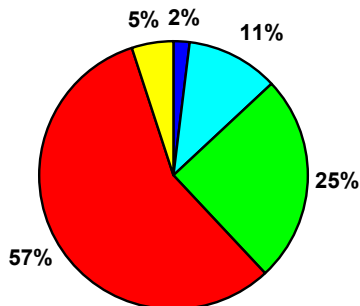
### Economy - February



## Government Economic Approval Ratings

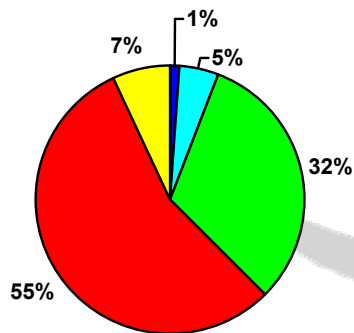
Congress and the President share similarly dismal ratings of their handling of economic issues. 56% indicate that both the president and congress are doing a poor job of handling economic issues. The poor rating of Congress and President Bush occurred in spite of the tax rebate bill passed by Congress and signed by President Bush.

Rating of Bush on Economic Issues



■ Excellent  
■ Fair  
■ Don't know  
■ Good  
■ Poor

Rating of Congress on Economic Issues

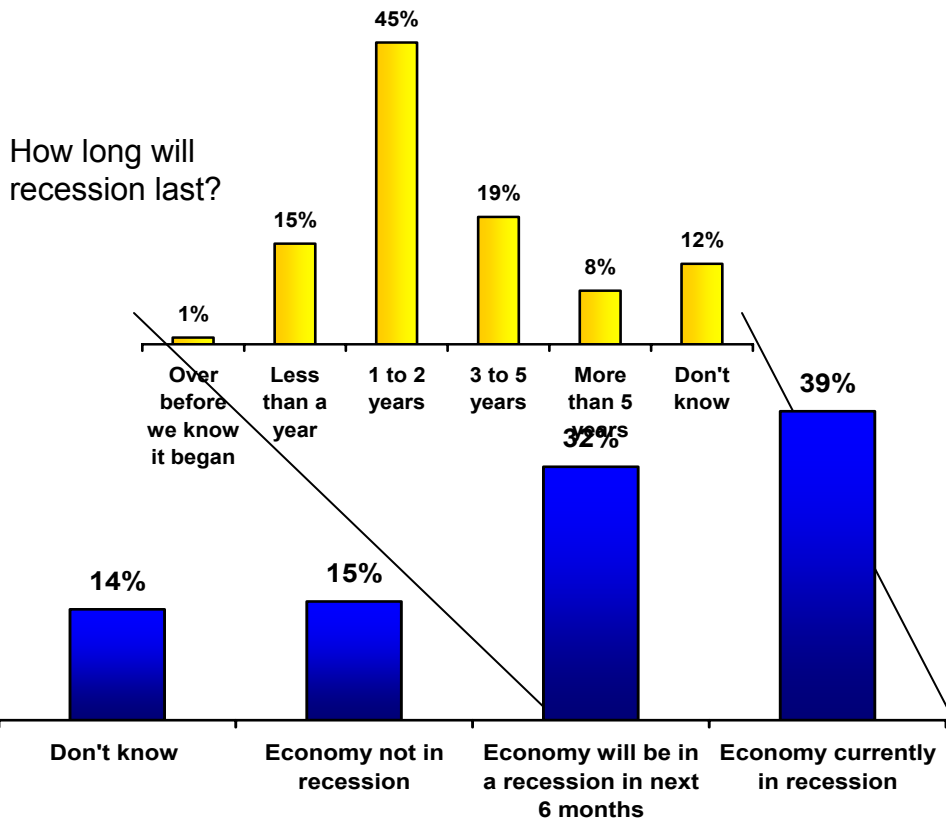


■ Excellent  
■ Fair  
■ Don't know  
■ Good  
■ Poor

# Economic Recession Outlook

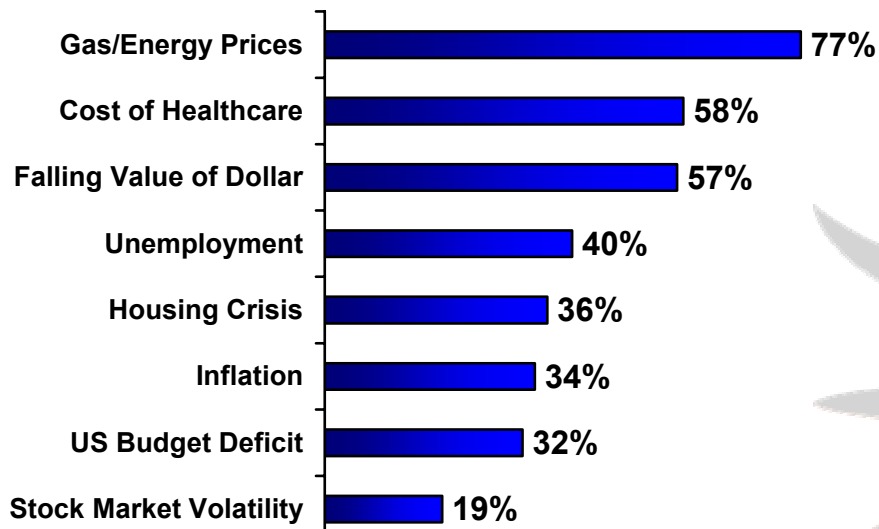
## Recession Fears

The majority believe that the United States is either currently in a recession (39%) or will be in a recession within the next 6 months (32%). Of those who think the United States is in or headed into recession, 45% think a recession will last between 1 to 2 years while about 15% think a recession will last less than a year.



## Most Concerning Economic Issues

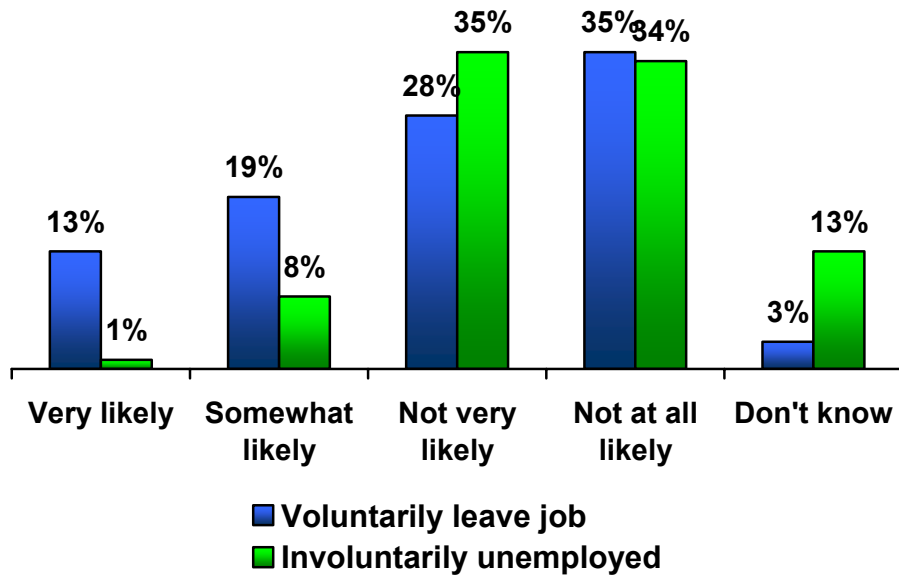
Over three-quarters of those polled indicated that gas/energy prices was the economic issue they were most concerned about. This follows with substantial increases to gas and utility prices over the last year. The cost of healthcare and the falling value of the dollar were also key economic issues of concern by over 55%.



# Job Satisfaction

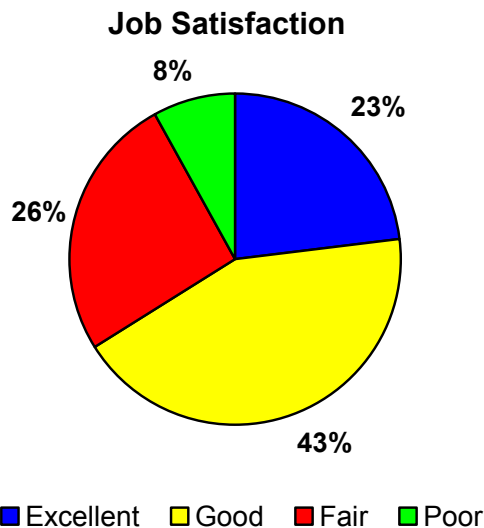
## Job Security

Although there is significant pessimism about the state of the US economy, people are less worried about their own job. Less than 10% believe they are likely to become involuntarily unemployed in the next year. However, about a third think it is somewhat or very likely that they will voluntarily change jobs in the next year. Asked about major events in the past year 22% indicated they had found a new job, 12% indicated they had lost a job and 31% said they had received a promotion or pay raise.



## Job Satisfaction

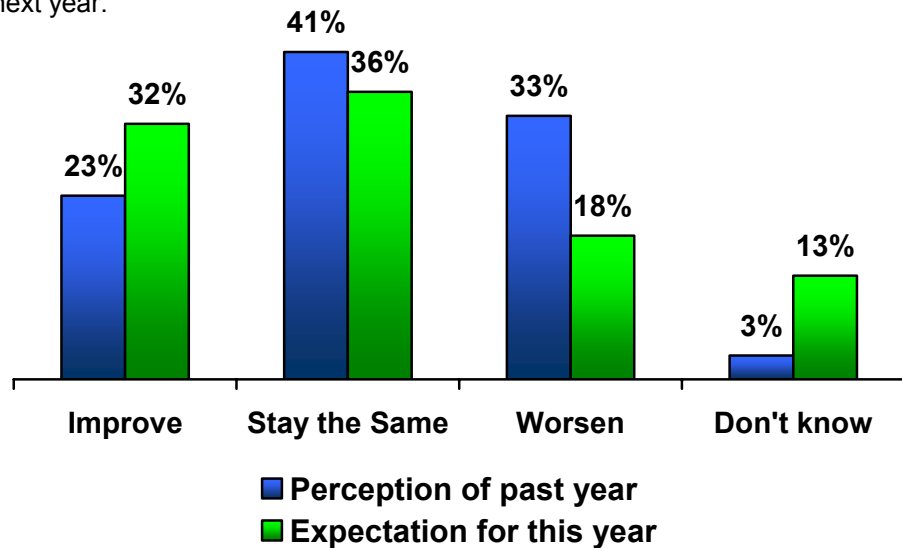
For the most part workers are satisfied with their job. Just under a quarter rated their job satisfaction as excellent while over 40% rated their job satisfaction as good. About a third rated their job satisfaction in the bottom to categories of fair or poor. Asked what they wanted most in a job 72% indicated they wanted a good salary followed by 48% who want a job with healthcare benefits.



# Past and Future Expectations

## Household Financial Situation

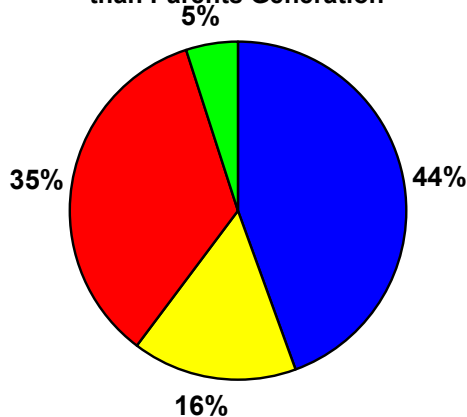
A modest 23% believed that their household's financial situation had improved in the past year while about a third believed their household's financial situation is worse now that it was a year ago. However almost a third expect their financial situation to improve in the upcoming year despite fears of an economic recession in the United States. Both men and women have similar views about their past and future finances with men being a little more likely to think their financial situation improved in the past year and will improve in the next year.



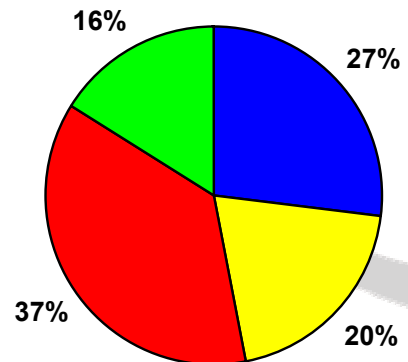
## Economic Opportunities Past and Present

When asked if their economic opportunities were better now than for their parents generation a modestly larger percentage indicated that they believed they had better economic opportunities now. Just over a third believed that the economic opportunities now are worse than for their parents generation. Asked how economic opportunities 20 years from now will compare to today, just over a quarter believe that economic opportunities will be better.

**Economic Opportunities Better Now than Parents Generation**



**Economic Opportunities Better in Future**



■ Better  
■ Worse

■ About the same  
■ Don't know

■ Better  
■ Worse

■ About the same  
■ Don't know

# Individual Tax Rebate Bill

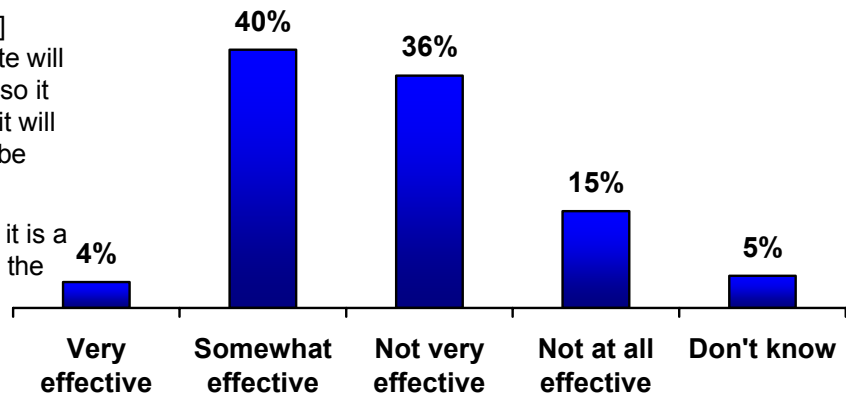
## Effectiveness of Tax Rebate

People are fairly evenly split on whether they think the economic stimulus plan (tax rebate) will be effective in spurring economic growth. In open responses many understood the goal of the rebate is to encourage consumer spending and stimulate the economy but some were concerned that it would not be enough or that it would be used to pay bills or credit card debt and thus would not flow back into the economy.

### Sample Open Responses

- “People will buy more stuff with the money which will stimulate the economy.”
- “It can't hurt it [economy] because much of the rebate will go back into the economy so it could only help. Whether it will be enough or not is yet to be determined.”
- “It wont effect much, but it is a good start to bring hope to the people.”

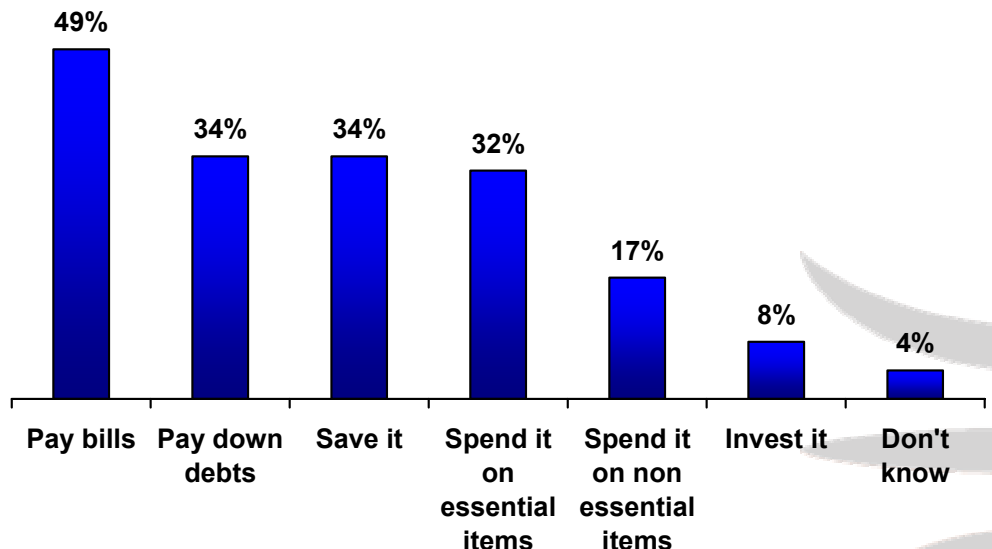
### Effectiveness of Individual Tax Rebate



## Spending the Tax Rebate

While mixed on how effective the tax rebate will be most think they will spend the rebate to pay bills rather than at the mall on non-essential items. About a third think they will use the rebate check pay down debts, save it and/or spend it on essential items like food and gas.

### Plan to spend tax rebate

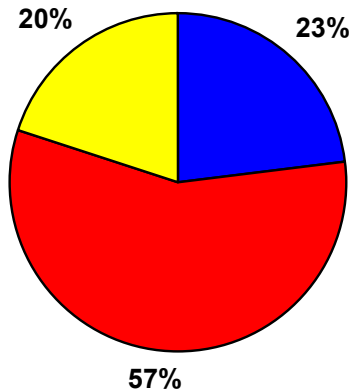


# Presidential Candidates and Economy

Candidate most confident about leading during a recession

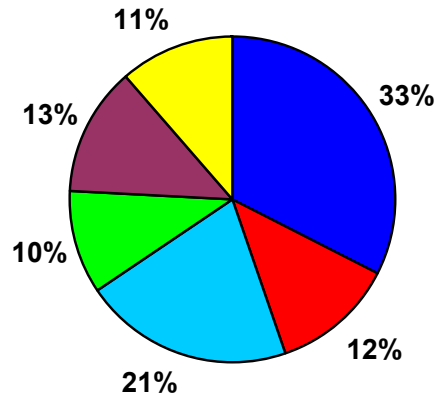
Almost 60% believe that the 2008 presidential candidates have not spoken enough about the economy and economic issues. This is in spite of discussion of the economic downturn which has made the economy a key election issue. Asked which candidate they would feel most confident leading the country during an economic recession just under a 1/3 indicated Hillary Clinton while 21% and 15% were most confident in Barack Obama and John McCain, respectively.

Candidates Spoken Enough About Economy



■ Yes   ■ No   ■ Don't know

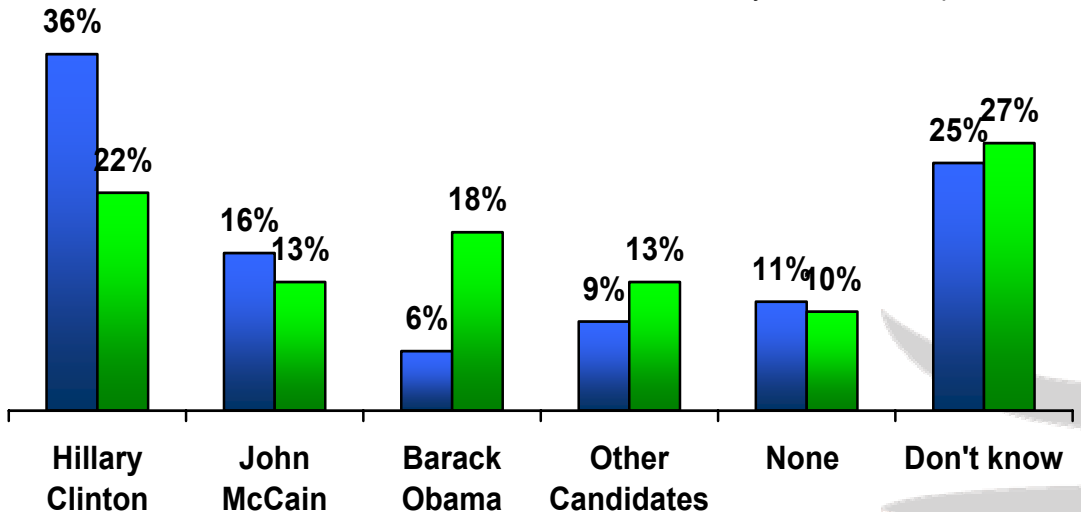
Candidate most confident to lead during economic recession



■ Hillary Clinton   ■ John McCain  
 ■ Barack Obama   ■ Other Candidates  
 ■ None   ■ Don't know

Candidate with most experience and best ideas

Overall Hillary Clinton is viewed as the candidate with the most experience with economic issues. However, when it comes to who has the best ideas for the economy both she and Barack Obama are fairly even with about 20%. A large portion, approximately 25% feel they don't know which candidate has the best ideas for the economy or the most experience.



■ Candidate with most experience economic issues  
 ■ Candidate with best ideas for economy

# Demographics

Gender	%
Female	34%
Male	66%

Own Home	%
Yes	62%
No	38%

Ethnicity	%
Caucasian	83%
African American	7%
Hispanic	4%
Asian	4%
Native American/ Alaskan	1%
Other	2%

Household Income	%
Less than \$25,000	17%
\$25,000 to \$49,999	27%
\$50,000 to \$74,999	24%
\$75,000 to \$100,000	14%
Over \$100,000	14%
Prefer not to answer	5%

Age	%
Under 24	17%
25 - 34	26%
35 - 49	37%
50 - 54	12%
55 and over	8%

Education	%
Less than High School	9%
High School	39%
Associates Degree	21%
Bachelor's Degree	24%
Graduate Degree	8%

Marital Status	%
Single (never married)	30%
Married	56%
Common law/ Living with Partner	5%
Divorced/Separated	7%
Widowed	2%

Community Type	%
Urban	22%
Suburban	55%
Rural	23%

n = 301