

CALIFORNIA CONSUMER CONFIDENCE SURVEY

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California consumers differ from nation and are sharply divided by region

SAN JOSE, Jan. 15, 2004 -- California consumers are significantly more optimistic than consumers nationwide, but the state is sharply divided, with Southern Californians expressing far greater comfort with their present conditions and much more confidence in the future than their counterparts in Northern California.

The first-ever California Index of Consumer Sentiment stands at 97.1 in January, compared to 92.6 nationwide as measured by the University of Michigan in December. While the assessment of current economic conditions in California is only slightly higher than the measure nationwide, expectations for the future are appreciably more bullish among California consumers (95.9) than they were among consumers nationally (89.8) in December.

But consumer attitudes in California, the fifth largest economy in the world, vary dramatically by region. For example, while about half the consumers in Southern California outside of Los Angeles say they are better off financially now than they were a year ago, the picture remains much bleaker in Northern California, with fewer than three in 10 consumers in the Bay Area expressing similar financial well-being.

A2 Would you say that you and your family living there are better off or worse off financially than you were a year ago?

	North	South	Silicon Valley	Bay Area	LA	Other SoCal	Central Valley	Central Coast	Rural Cal	CALIF
Better Now	37.2	45.6	28.5	29.4	41.4	49.7	48.6	40.0	44.8	42.2
Same	30.0	25.9	31.5	32.4	26.8	24.2	26.3	30.0	34.5	27.6
Worse	29.1	26.3	35.1	33.6	29.0	24.2	22.3	28.6	20.7	27.4

Consumers in Silicon Valley, a driving force in the California economy, remain the most disaffected. But attitudes in the cradle of high technology have improved from the previous quarter, with increasing numbers of people predicting that the coming year will be much better for the region and for the country. Overall, the Silicon Valley Consumer Confidence index rose to 89.5 in January, up 5.3 points from September -- its highest point since March of 2002.

These are some of the findings of the inaugural quarterly California Consumer Confidence Survey, conducted by the Survey and Policy Research Institute (SPRI) at San Jose State University.

Whether California's 4.5-point difference with Michigan's nationwide Index of Consumer Sentiment proves significant will be apparent only after the statewide index has developed over time in comparison to the national figure. But the survey already suggests that the impact of consumer attitudes on California's regional economies can be profound. For example, SPRI found, while about 64% of consumers in Southern California say now is a good time to purchase major household items, just 57% of consumers in Northern California and only 54% in Silicon Valley, share that view.

"Northern and Southern Californians live in two completely different worlds," said SPRI Director Philip J. Trounstine. "Consumers in the north, especially in Silicon Valley, are still hurting in their pocketbooks while people in the south, especially outside of Los Angeles, are feeling a lot more comfortable and confident."

Attitudes about the future among consumers in the north and south are more alike than assessments of current conditions. But significant regional differences persist:

-- Statewide, 46% of California consumers predict they will be financially better off a year from now. But that is an average that takes into account 51% of the consumers in Los Angeles, 47% of those in the rest of Southern California and just 40% in the Bay Area and 39% in Silicon Valley.

-- Likewise, 51% of consumers statewide expect good times financially in the country as a whole in the next year -- an average that takes into account 52% in Southern California and 49% in Northern Californian. Silicon Valley consumers' expectations for the future of the economy rose 9 points in the last quarter, yet they remain the most pessimistic in the state, with 47% predicting good times in the next year.

-- Looking ahead five years, 47% of California consumers anticipate continuous good times, compared to 29% who expect periods of widespread unemployment, depression or other negative circumstances. In Southern California outside of Los Angeles, the expectation for the next five years is 54-26% positive to negative and in Los Angeles the ratio is 50-27%. But in the Bay Area the ratio is 40-32% -- a sharply more pessimistic view of the future.

INDICIES: JANUARY 2004

Index of:	North	South	Silicon Valley	Bay Area	LA	Other SoCal	Cen Valley	Cen Coast	Rural	CAL	US*
Consumer Sentiment	93.3	99.5	89.5	88.9	98.2	102.6	97.5	92.2	104.1	97.1	92.6
Current Economic Conditions	93.9	102.1	87.9	88.7	97.2	106.8	102.4	96.0	103.8	98.8	97.0
Consumer Expectations	92.8	97.9	90.5	89.1	98.9	99.9	94.4	89.8	104.3	95.9	89.8

*US index for December 2003

Opinions about the economic policy of the government -- steps to fight inflation and unemployment -- and assessments of President Bush also vary sharply by region. While Bush's overall approval rating in California is 49-40%, his marks for handling the economy are slightly negative, with 43% approving and 45% disapproving. The statewide figures, however, mask the extreme counter views expressed in the Bay Area (32-56% overall and 27-61% on the economy) versus Southern California outside of Los Angeles ((58-31% overall, 56-33% on the economy.)

A9 As to the economic policy of the government -- I mean steps taken to fight inflation or unemployment -- would you say the government is doing a good job, only fair or a poor job?

	North	South	Silicon Valley	Bay Area	LA	Other SoCal	Central Valley	Central Coast	Rural Cal	CALIF
Good Job	16.1	24.2	12.8	13.9	18.7	27.2	19.7	29.6	23.3	20.9
Only Fair	38.8	40.6	39.6	35.4	41.0	43.6	40.4	32.4	40.0	39.9
Poor Job	40.4	30.9	44.2	47.3	34.6	25.5	34.8	33.8	30.0	34.7

A91 Do you approve or disapprove of the way George W. Bush is handling his job as president?

	North	South	Silicon Valley	Bay Area	LA	Other SoCal	Central Valley	Central Coast	Rural Cal	CALIF
Approve	41.5	53.3	32.1	31.5	49.7	58.4	51.1	47.9	64.5	48.7
Disapprove	47.3	36.0	54.9	56.3	41.1	30.9	36.0	39.4	32.3	40.4

A92 Do you approve or disapprove of the way George W. Bush is handling the economy?

	North	South	Silicon Valley	Bay Area	LA	Other SoCal	Central Valley	Central Coast	Rural Cal	CALIF
Approve	35.7	47.4	27.9	27.3	40.8	55.5	45.8	38.0	51.7	42.7
Disapprove	52.2	40.4	60.9	61.3	46.8	32.8	40.8	45.1	44.8	45.0

"More consumers in Northern California and Silicon Valley have heard positive economic news in recent months than consumers in the South," said survey director Dr. Miriam Gasko Donoho, professor of marketing at the San Jose State University College of Business. "But the improved news has had little effect on attitudes about the president among consumers in the Bay Area and Silicon Valley," she added.

"The president enjoys a strong approval rating in Southern California outside of Los Angeles and a net positive approval rating in the state overall. But the picture is dramatically reversed in the Bay Area and Silicon Valley, which have yet to recover from the economic downturn of the last two years," Donoho said.

Statewide, consumers are split on the question of whether unemployment will increase or decrease in the coming year, with 25% predicting more joblessness and 29% predicting less. There is no ambiguity, however about interest rates and prices: 57% expect interest rates to rise and 60% expect prices to increase in the coming year.

While Southern Californians are more likely to say it's a good time to purchase major household items and automobiles than Northern Californians, the situation is reversed when it comes to real estate. Overall, 60% of Californians say now is a good time to buy a house, but that includes 53% in Southern California outside of Los Angeles and 57% in Los Angeles versus 63% in the Bay Area and 70% in the Central Valley.

Methodology

SPRI surveyed a random sample of 1,130 California consumers Jan. 5-9 by telephone, replicating the University of Michigan's Survey of Consumers, as it has done every quarter in Silicon Valley since December 2001. The statewide survey has a margin of error of plus or minus 2.9%.

The statewide survey is designed to establish an ongoing index of California consumer sentiment, comparable with the University of Michigan's renowned national survey that does not isolate California consumer attitudes. The statewide sample was weighted for gender and region, resulting in a sample of 573 women, 557 men, 611 whites, 285 Hispanics, 101 Asians and Pacific Islanders, and 72 blacks. The state was divided into six regions: Bay Area (238), Los Angeles (314), Other Southern California (298), Central Valley (139), Central Coast (71) and Rural California (30). The survey includes an over sample of Silicon Valley (305), making it possible to maintain the measure of consumer attitudes in the region. These results were weighted to their proper proportion as part of the statewide survey.

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A2. We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?

	North	South	Silcon V	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Better Now	37.2	45.6	28.5	29.4	41.4	49.7	48.6	40.0	44.8	42.2
Same	30.0	25.9	31.5	32.4	26.8	24.2	26.3	30.0	34.5	27.6
Worse	29.1	26.3	35.1	33.6	29.0	24.2	22.3	28.6	20.7	27.4
Don't Know/Refused	3.6	2.2	4.8	4.7	2.9	2.0	2.8	1.4	0.0	2.8

A3. Now looking ahead - do you think that a year from now you (and your family living there) will be better off financially, or worse off or just about the same as now?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Better Off	43.0	48.1	38.9	39.5	50.8	47.3	47.5	38.9	46.7	46.1
Same As Now	42.2	37.0	46.8	45.0	32.7	41.3	37.4	40.3	43.3	39.0
Worse Off	8.1	7.6	8.4	8.8	8.6	5.7	7.3	9.7	6.7	7.7
Don't Know/Refused	6.8	7.3	5.9	6.8	7.9	5.7	7.8	11.1	3.3	7.1

A4. Now turning to business conditions in the country as a whole - do you think that during the next 12 months we'll have good times financially, or bad times, or what?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Good Times	48.5	51.7	47.2	45.0	51.0	54.0	48.6	51.4	65.5	50.5
Good and/or Bad	20.4	17.8	21.8	21.4	16.6	18.5	21.2	18.1	13.8	18.8
Bad Times	22.1	20.1	22.3	25.6	17.8	20.8	20.7	20.8	13.8	20.8
Don't Know/Refused	8.9	10.4	8.8	7.9	14.6	6.7	9.5	9.7	6.9	9.9

A5. Would you say that at the present time business conditions in the country are better or worse than they were a year ago?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Better Now	50.2	53.9	51.9	49.2	50.5	57.5	49.7	55.6	54.8	52.4
About The Same	11.9	10.1	12.0	11.8	13.3	6.7	13.0	8.3	12.9	10.9
Worse Now	33.2	29.7	31.6	34.0	29.5	29.1	33.9	31.9	25.8	31.1
Don't know/Refused	4.7	6.3	4.5	5.0	6.7	6.7	3.4	4.2	6.5	5.7

A6. During the last few months, have you heard of any favorable or unfavorable changes in business conditions?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Yes, Favorable	39.9	36.3	44.2	42.4	37.3	34.4	33.1	46.5	46.7	37.8
No, Haven't Heard	36.3	41.0	34.1	34.9	39.2	43.1	40.4	36.6	30.0	39.1
Yes, Unfavorable	18.6	16.7	17.3	18.1	15.9	17.1	20.8	15.5	20.0	17.5
Don't Know/Refused	5.1	6.0	4.4	4.6	7.6	5.4	5.6	1.4	3.3	5.6

A7. And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Better	50.7	49.7	51.4	49.6	50.3	51.5	47.5	42.9	70.0	50.1
About The Same	32.1	33.2	28.9	31.1	33.2	29.8	38.5	41.4	16.7	32.8
Worse	10.5	11.1	11.9	13.0	9.8	12.4	8.9	8.6	6.7	10.9
Don't Know/Refused	6.7	6.0	7.7	6.3	6.6	6.4	5.0	7.1	6.7	6.3

A8. Looking ahead, which would you say is more likely: that in the country as a whole we'll have continuous good times during the next five years or that we will have periods of widespread unemployment or depression of what?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Good Times	42.8	49.5	40.1	39.5	50.2	54.2	42.7	36.6	45.2	46.8
Mixed	16.4	14.6	19.2	20.2	14.9	13.0	13.5	12.7	22.6	15.4
Bad Times	30.5	27.3	31.3	31.5	27.0	26.1	30.9	35.2	16.1	28.5
Don't know/Refused	10.3	8.6	9.3	8.8	7.9	6.7	12.9	15.5	16.1	9.3

A9. As to the economic policy of the government -- I mean steps taken to fight inflation or unemployment -- would you say the government is doing a good job, only fair or a poor job?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Good Job	16.1	24.2	12.8	13.9	18.7	27.2	19.7	29.6	23.3	20.9
Only Fair	38.8	40.6	39.6	35.4	41.0	43.6	40.4	32.4	40.0	39.9
Poor Job	40.4	30.9	44.2	47.3	34.6	25.5	34.8	33.8	30.0	34.7
Don't Know/Refused	4.7	4.3	3.3	3.4	5.7	3.7	5.1	4.2	6.7	4.6

A10. How about people out of work during the coming 12 months -- do you think that there will be more unemployment than now, about the same, or less?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
More Unemployment	26.5	23.4	23.3	26.5	24.8	23.5	25.3	18.6	31.0	24.7
About The Same	38.6	44.8	40.9	39.9	43.0	45.6	42.7	37.1	31.0	42.3
Less Unemployment	31.8	26.6	32.5	30.7	24.8	27.2	29.8	40.0	31.0	28.6
Don't Know/Refused	3.1	5.1	3.3	2.9	7.3	3.7	2.2	4.3	6.9	4.4

A11. No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months -- will they go up, stay the same or go down?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Go Up	56.3	56.9	55.0	55.1	53.5	60.1	58.7	59.2	53.3	56.7
Stay The Same	28.5	27.2	28.5	29.2	27.4	26.5	29.1	23.9	33.3	27.7
Go Down	9.2	7.2	8.9	8.9	6.4	8.7	7.8	7.0	6.7	7.8
Don't Know/Refused	6.1	8.8	7.7	6.8	12.8	4.7	4.5	9.9	6.7	7.8

A12. During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Go Up	57.8	60.7	53.9	56.5	60.2	59.4	64.2	64.8	37.9	59.6
Stay The Same	35.7	32.6	40.4	37.2	32.5	33.9	29.6	33.8	44.8	33.8
Go Down	4.0	3.2	2.7	3.3	3.8	3.4	3.9	1.4	6.9	3.5
Don't Know/Refused	2.5	3.5	3.1	2.9	3.5	3.4	2.2	0.0	10.3	3.1

A15. During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Higher	50.7	55.3	46.0	46.6	57.0	55.4	56.7	49.3	43.3	53.5
About The Same	32.7	30.3	39.7	37.0	27.4	32.2	28.1	29.6	36.7	31.2
Lower	14.3	11.1	11.0	13.0	11.8	9.4	14.6	19.7	16.7	12.5
Don't Know/Refused	2.1	3.4	3.3	3.3	3.8	3.0	0.6	1.4	3.3	2.8

A16. Generally speaking, do you think now is a good time or a bad time to buy a house?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Good	66.0	55.8	61.2	62.6	57.0	52.7	69.7	66.2	70.0	60.0
Good and/or Bad	6.7	4.5	8.1	7.6	5.4	3.7	5.6	4.2	3.3	5.3
Bad	20.8	33.2	25.0	23.5	30.9	37.6	18.5	22.5	20.0	28.3
Don't Know/Refused	6.5	6.4	5.8	6.3	6.7	6.0	6.2	7.0	6.7	6.4

A17. What about selling a house -- generally speaking, do you think now is a good time or a bad time to sell a house?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Good	58.5	70.3	51.4	54.9	69.1	70.5	63.1	63.9	82.8	65.5
Good and/or Bad	8.3	3.7	12.3	10.5	4.1	3.4	5.6	4.2	3.4	5.5
Bad	25.6	20.4	29.5	28.7	18.8	22.5	24.6	19.4	6.9	22.5
Don't Know/Refused	7.6	5.7	6.8	5.9	8.0	3.7	6.7	12.5	6.9	6.5

A18. About the big things people buy for their homes -- such as furniture, a refrigerator, stove, television and things like that. Generally speaking, do you think now is a good time or a bad time for people to buy major household items?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Good	56.6	63.5	53.6	54.0	61.5	66.2	60.0	57.7	62.1	60.7
Good And/Or Bad	11.7	8.0	14.7	14.8	7.3	9.4	10.0	1.4	6.9	9.5
Bad	21.8	18.4	20.0	20.7	22.3	14.7	21.1	23.9	17.2	19.7
Don't Know/Refused	9.9	10.1	11.8	10.5	8.9	9.7	8.9	16.9	13.8	10.0

A19. Speaking now of the automobile market: do you think the next 12 months or so will be a good time or a bad time to buy a car?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Good	60.1	62.0	57.2	59.5	59.7	65.1	60.9	62.9	55.2	61.4
Good and/or Bad	8.3	7.0	11.5	9.3	7.7	7.0	5.0	5.7	17.2	7.5
Bad	22.4	22.8	21.5	22.4	25.9	20.8	24.0	18.6	10.3	22.6
Don't Know/Refused	9.2	8.8	9.8	8.9	6.7	7.0	10.1	12.9	17.2	8.4

A23. Turning now to some specific areas of consumer spending -- during the past three months, how much would you estimate you spent for yourself (and your family) on vacation travel?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
<\$100	38.5	33.5	37.3	36.8	28.0	38.6	40.4	39.4	33.3	35.5
>\$100 but <\$300	9.4	7.9	7.0	7.5	8.0	7.4	12.9	8.5	6.7	8.5
>\$300 but <\$500	12.3	11.9	13.7	13.0	15.3	7.7	10.1	15.5	16.7	12.0
>\$500 but <\$1,000	11.9	13.3	10.4	10.0	12.7	15.4	12.9	7.0	16.7	12.7
>\$1,000	22.8	27.5	25.8	26.8	29.9	25.2	19.1	23.9	20.0	25.7
Don't Know/Refused	5.1	5.9	5.9	5.8	6.1	5.7	4.5	5.6	6.6	5.6

A24. Do you expect that you will spend more, about the same, or less in the next three months on vacation travel?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
More	21.3	20.4	16.3	18.6	19.2	21.9	22.5	27.8	20.0	20.9
About the same	38.9	38.1	41.3	39.2	34.6	39.7	41.0	36.1	46.7	38.4
Less	35.5	37.1	37.4	36.7	41.0	34.7	33.1	31.9	30.0	36.3
Don't Know/Refused	4.2	4.4	5.2	5.5	5.1	4.7	3.4	4.2	3.3	5.5

A25. During the past three months, how much would you estimate you spent for yourself (and your family) each month on clothes and shoes?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
<\$100	27.1	22.5	25.4	25.6	19.7	21.1	23.6	44.4	46.7	24.2
>\$100 but <\$200	23.3	23.6	20.9	20.2	23.5	24.2	29.8	19.4	16.7	23.5
>\$200 but <\$300	16.6	18.8	18.5	18.9	20.0	19.8	13.5	12.5	13.3	18.0
>\$300 but <\$400	7.8	7.3	8.7	8.8	8.6	6.4	7.3	4.2	10.0	7.6
>\$400	17.9	20.1	17.6	17.6	19.7	21.8	19.7	15.3	6.7	19.2
Don't Know/Refused	7.2	7.6	9.0	8.8	8.6	6.7	6.2	4.2	6.6	7.4

A26. Do you expect that you will spend more, about the same or less per month in the next three on clothes and shoes?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
More	11.2	14.0	8.2	9.7	15.2	14.1	13.5	7.1	16.7	13.0
About the same	50.4	47.6	55.1	52.1	47.3	46.3	43.8	58.6	66.7	48.7
Less	31.8	31.2	28.4	29.4	29.8	32.9	37.6	31.4	13.3	31.4
Don't Know/Refused	6.5	7.2	8.3	8.9	7.6	6.7	5.1	2.9	3.3	6.8

A27. During the past three months, how much would you estimate you spent for yourself (and your family) each week on dining out?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
<\$50	38.9	37.9	38.8	37.4	35.6	37.6	35.8	58.6	50.0	38.3
>\$50 but <\$100	30.6	28.4	27.7	27.3	27.0	32.2	34.6	20.0	26.7	29.2
>\$100 but <\$150	10.6	13.9	9.4	11.3	14.3	12.4	12.8	12.9	3.3	12.6
>\$150 but <\$200	3.6	5.4	4.0	4.2	8.3	3.7	2.2	1.4	3.3	4.7
>\$200	11.5	8.5	12.9	13.0	8.9	9.1	10.1	2.9	10.0	9.6
Don't Know/Refused	5.0	6.0	7.0	6.7	6.0	6.0	4.5	4.3	6.6	5.6

A28. Do you expect that you will spend more, about the same or less per week in the next three months on dining out?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
More	6.7	8.2	6.3	7.1	8.6	9.1	5.0	5.6	10.0	7.7
About the same	67.3	64.0	68.9	66.9	59.4	67.4	68.2	64.8	73.3	65.2
Less	20.2	21.6	16.5	18.0	25.4	18.5	21.8	25.4	13.3	21.1
Don't Know/Refused	5.9	6.1	8.3	8.0	7.7	5.0	5.1	4.2	3.3	6.0

A31. Do you expect in the next three months that you will buy a major household item, like furniture, a refrigerator, stove or television?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Yes	17.9	18.6	16.4	16.8	15.3	22.5	21.3	11.3	16.7	18.2
Maybe	3.8	4.0	3.3	4.2	4.5	4.0	2.2	2.8	10.0	4.0
No	76.7	75.0	77.5	76.1	77.4	70.8	76.4	85.9	73.3	75.6
Don't Know/Refused	1.5	2.5	2.8	2.9	2.9	2.6	0.0	0.0	0.0	1.2

A32. Do you expect in the next three months that you will buy a computer?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Yes	6.9	10.1	7.2	8.4	11.4	10.4	4.5	2.8	10.3	8.8
Maybe	4.7	5.0	4.1	4.2	3.8	5.7	6.7	5.6	0.0	4.9
No	87.5	83.6	86.6	85.7	83.8	81.9	88.8	91.5	89.7	85.1
Don't Know/Refused	0.8	1.3	2.1	1.6	0.0	2.0	0.0	0.0	0.0	0.4

A33. Do you expect in the next three months that you will buy a house?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Yes	4.3	3.5	2.5	3.8	3.2	3.7	6.7	1.4	0.0	3.8
Maybe	3.4	3.4	3.0	2.9	4.4	2.7	4.5	0.0	6.7	3.4
No	91.7	91.2	93.1	92.0	90.8	90.6	88.8	98.6	93.3	91.2
Don't Know/Refused	1.0	2.9	1.3	2.0	1.6	3.0	0.0	0.0	0.0	1.5

A34. Do you expect in the next three months that you will sell a house?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Yes	3.8	3.9	4.7	4.6	3.8	4.3	2.8	2.8	0.0	3.8
Maybe	1.3	2.6	1.4	0.8	4.1	1.7	1.7	0.0	3.3	2.1
No	93.5	91.5	92.5	93.2	90.5	91.0	94.4	97.2	96.7	92.4
Don't Know/Refused	1.3	1.9	1.4	1.2	1.6	3.0	1.1	0.0	0.0	1.7

A35. Do you expect in the next three months to buy a new car or truck?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Yes	7.6	9.8	9.6	9.2	12.4	8.1	6.2	2.8	6.7	8.9
Maybe	6.5	6.0	5.0	5.9	6.1	4.4	9.0	7.0	10.0	6.2
No	85.2	83.2	84.0	83.6	80.6	86.2	84.8	90.1	83.3	84.1
Don't Know/Refused	0.6	1.0	1.4	1.2	1.0	1.3	0.0	0.0	0.0	0.9

A91 Do you approve or disapprove of the way George W. Bush is handling his job as president?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Approve	41.5	53.3	32.1	31.5	49.7	58.4	51.1	47.9	64.5	48.7
Disapprove	47.3	36.0	54.9	56.3	41.1	30.9	36.0	39.4	32.3	40.4
Don't know/Refused	11.2	10.6	12.9	12.2	9.2	10.7	12.9	12.7	3.2	10.9

A92 Do you approve or disapprove of the way George W. Bush is handling the economy?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Approve	35.7	47.4	27.9	27.3	40.8	55.5	45.8	38.0	51.7	42.7
Disapprove	52.2	40.4	60.9	61.3	46.8	32.8	40.8	45.1	44.8	45.0
Don't know/Refused	12.1	12.3	11.2	11.3	12.4	10.7	13.4	16.9	3.4	12.3

A93 Do you approve or disapprove of the way George W. Bush is handling the situation with Iraq?

	North	South	SilconV	Bay Ar	LA	OthSCA	C Vall	C Coast	Rural	CALIF
Approve	39.4	51.0	33.7	31.1	45.5	57.0	49.2	47.9	53.3	46.5
Disapprove	48.3	39.8	55.0	57.6	46.5	33.6	36.3	39.4	36.7	43.1
Don't know/Refused	12.3	9.2	11.3	11.4	8.0	9.4	15.5	12.7	10.0	10.5