



**RBC Consumer Outlook Index Survey
CONDUCTED BY IPSOS PUBLIC AFFAIRS**

These are some of the findings of an Ipsos online poll conducted December 27-30, 2010. For this survey, a national sample of 1007 adults from Ipsos' U.S. online panel was interviewed online. Weighting then was employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. Statistical margins of error are not applicable to online polls because they are based on samples drawn from opt-in online panels, not on random samples that mirror the population within a statistical probability ratio. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

NOTE: all results shown are percentages unless otherwise labeled.

1. Generally speaking, would you say things in this country are heading in the right direction or are they off on the wrong track?

	<u>Right direction</u>	<u>Wrong track</u>
12/27-30/10	36	64
11/19-22/10	39	61
10/29-11/1/10	35	65
9/30-10/3/10	37	63
8/26-30/10	33	67
7/29-8/1/10	37	63
7/8-11/10	36	64
6/4-7/10	35	65
4/29-5/2/10	40	60
4/1-5/10	44	56
2/25-3/1/10	38	62
1/28-2/1/10	41	59

2. Compared to six months ago...

	<u>More comfortable</u>	<u>Less comfortable</u>	<u>No change</u>	<u>Not sure</u>
Are you NOW more or less comfortable making a major purchase decision, like a home or car?				
12/27-30/10	11	45	40	5
11/19-22/10	12	42	40	6
10/29-11/1/10	11	51	34	4
9/30-10/3/10	9	51	35	4
8/26-30/10	10	52	34	5
7/29-8/1/10	10	46	38	6
7/8-11/10	11	48	37	5
6/4-7/10	10	46	41	4
4/29-5/2/10	9	46	40	5
4/1-5/10	11	42	43	5
2/25-3/1/10	8	51	36	5
1/28-2/1/10	11	47	37	5

	<u>More comfortable</u>	<u>Less comfortable</u>	<u>No change</u>	<u>Not sure</u>
Are you NOW more or less comfortable making other household purchases?				
12/27-30/10	19	32	45	4
11/19-22/10	16	33	48	3
10/29-11/1/10	16	39	42	3
9/30-10/3/10	15	40	42	3
8/26-30/10	17	38	41	4
7/29-8/1/10	17	36	43	4
7/8-11/10	17	35	43	5
6/4-7/10	15	32	51	3
4/29-5/2/10	17	33	46	4
4/1-5/10	16	31	51	3
2/25-3/1/10	14	39	45	2
1/28-2/1/10	18	37	42	3

3. Compared to six months ago...

	<u>More comfortable</u>	<u>Less comfortable</u>	<u>No change</u>	<u>Not sure</u>
Are you NOW more or less confident about job security for yourself, your family and other people you know personally?				
12/27-30/10	13	41	41	5
11/19-22/10	17	41	39	3
10/29-11/1/10	10	44	40	5
9/30-10/3/10	12	48	34	5
8/26-30/10	12	49	35	5
7/29-8/1/10	12	43	40	5
7/8-11/10	12	43	40	5
6/4-7/10	11	46	39	4
4/29-5/2/10	13	44	39	4
4/1-5/10	13	41	42	5
2/25-3/1/10	12	49	34	4
1/28-2/1/10	13	45	37	5
Are you NOW more or less confident of your ability to invest in the future, including your ability to save money for your retirement or your children's education?				
12/27-30/10	12	45	38	5
11/19-22/10	16	43	34	7
10/29-11/1/10	10	50	35	4
9/30-10/3/10	12	52	29	7
8/26-30/10	12	53	30	5
7/29-8/1/10	13	46	34	7
7/8-11/10	14	50	31	5
6/4-7/10	9	51	36	4
4/29-5/2/10	15	47	34	4
4/1-5/10	13	43	38	6
2/25-3/1/10	12	53	30	6
1/28-2/1/10	12	47	33	7

4. Thinking of the last six months, have you, someone in your family or someone else you know personally lost their job as a result of economic conditions?

	<u>Yes</u>	<u>No</u>
12/27-30/10	41	59
11/19-22/10	43	57
10/29-11/1/10	46	54
9/30-10/3/10	48	52
8/26-30/10	47	53
7/29-8/1/10	47	53
7/8-11/10	48	52
6/4-7/10	45	55
4/29-5/2/10	49	51
4/1-5/10	49	51
2/25-3/1/10	50	50
1/28-2/1/10	55	45

5. Are you, or is anyone in your household **currently** worried about losing their job or being laid off?

	<u>Yes</u>	<u>No</u>
12/27-30/10	31	69
11/19-22/10	29	71
10/29-11/1/10	31	69
9/30-10/3/10	31	69
8/26-30/10	32	68
7/29-8/1/10	33	67
7/8-11/10	33	67
6/4-7/10	28	72
4/29-5/2/10	32	68
4/1-5/10	33	67
2/25-3/1/10	33	67
1/28-2/1/10	35	65

6. Compared to **three months ago**, how would you describe the following conditions **right now** –very good, somewhat good, somewhat bad or very bad?

	<u>Very good</u>	<u>Somewhat good</u>	<u>Somewhat bad</u>	<u>Very bad</u>	<u>Don't know</u>
Your personal financial situation					
12/27-30/10	8	38	32	18	4
11/19-22/10	9	42	31	16	3
10/29-11/1/10	6	40	32	19	3
9/30-10/3/10	6	37	36	18	4
8/26-30/10	6	39	32	18	4
7/29-8/1/10	7	39	35	16	3
7/8-11/10	10	35	31	19	5
6/4-7/10	6	40	34	17	3
4/29-5/2/10	10	38	31	18	2
4/1-5/10	9	42	30	15	5
2/25-3/1/10	6	36	35	20	3
1/28-2/1/10	7	39	34	18	3

	<u>Very good</u>	<u>Somewhat good</u>	<u>Somewhat bad</u>	<u>Very bad</u>	<u>Don't know</u>
The amount of money you have left over to spend on other things when all your bills are paid					
12/27-30/10	8	34	28	25	4
11/19-22/10	9	32	32	23	4
10/29-11/1/10	6	32	32	26	3
9/30-10/3/10	6	31	32	28	4
8/26-30/10	7	29	34	27	3
7/29-8/1/10	6	33	33	24	3
7/8-11/10	9	29	32	24	5
6/4-7/10	7	35	31	26	2
4/29-5/2/10	10	30	31	26	3
4/1-5/10	8	34	31	23	3
2/25-3/1/10	6	30	30	32	3
1/28-2/1/10	7	29	33	29	2
The value of your investments or savings					
12/27-30/10	7	31	28	23	12
11/19-22/10	7	31	30	20	12
10/29-11/1/10	5	29	32	21	12
9/30-10/3/10	4	29	29	23	15
8/26-30/10	4	27	33	27	9
7/29-8/1/10	4	31	35	22	8
7/8-11/10	8	25	30	26	11
6/4-7/10	4	30	32	22	12
4/29-5/2/10	7	35	27	20	10
4/1-5/10	7	34	31	17	11
2/25-3/1/10	4	31	30	26	9
1/28-2/1/10	5	30	30	23	12

7. Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

	<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Strong (T2B)</u>	<u>Mid (M3B)</u>	<u>Weak (B3B)</u>
12/27-30/10	2	3	19	29	21	14	12	5	47	47
11/19-22/10	1	3	16	28	24	15	13	4	44	51
10/29-11/1/10	1	3	13	26	22	19	15	5	39	56
9/30-10/3/10	1	3	13	25	27	17	13	4	39	57
8/26-30/10	1	3	13	24	25	21	13	4	37	59
7/29-8/1/10	2	4	14	26	26	16	11	6	40	54
7/8-11/10	2	4	13	29	23	17	12	6	42	52
6/4-7/10	1	3	15	25	26	17	13	4	40	57
4/29-5/2/10	1	4	15	27	23	17	13	5	43	52
4/1-5/10	1	5	14	26	25	16	14	6	39	55
2/25-3/1/10	1	3	13	24	27	17	15	4	37	59
1/28-2/1/10	1	3	12	28	22	20	14	4	40	56

8. Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.

	<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Strong</u> <u>(T2B)</u>	<u>Mid</u> <u>(M3B)</u>	<u>Weak</u> <u>(B3B)</u>
12/27-30/10	3	8	19	27	19	11	13	11	46	43
11/19-22/10	3	7	19	27	18	13	12	10	47	43
10/29-11/1/10.....	3	7	19	26	20	13	13	10	45	45
9/30-10/3/10	2	7	19	26	20	12	13	9	45	46
8/26-30/10	2	5	20	27	20	12	14	8	47	46
7/29-8/1/10	3	7	20	26	17	15	12	10	46	44
7/8-11/10	3	6	19	25	18	14	15	9	44	47
6/4-7/10	2	7	18	25	20	13	14	9	44	47
4/29-5/2/10	2	8	21	25	18	14	12	11	45	44
4/1-5/10	2	10	19	27	19	14	11	11	49	43
2/25-3/1/10	2	7	16	26	19	14	16	9	42	49
1/28-2/1/10	2	7	15	25	22	15	15	9	40	51

9. Thinking about the next 30 days, do you think it will be a good time or a bad time to invest in the stock market?

	<u>Good time</u>	<u>Bad time</u>	<u>Not sure</u>
12/27-30/10	19	30	51
11/19-22/10	20	32	48
10/29-11/1/10	18	35	48
9/30-10/3/10	17	36	47
8/26-30/10	13	41	46
7/29-8/1/10	16	40	44
7/8-11/10	16	34	50
6/4-7/10	14	43	43
4/29-5/2/10	20	33	47
4/1-5/10	20	28	52
2/25-3/1/10	15	38	47
1/28-2/1/10	18	34	47

10. Thinking of the next 30 days, do you think it will be a good time to buy real estate, such as a house, vacation property or investment property?

	<u>Yes</u>	<u>No</u>	<u>Not sure</u>
12/27-30/10	28	41	30
11/19-22/10	32	39	29
10/29-11/1/10	29	42	29
9/30-10/3/10	33	44	24
8/26-30/10	36	40	25
7/29-8/1/10	35	37	28
7/8-11/10	31	37	32
6/4-7/10	29	41	29
4/29-5/2/10	32	38	30
4/1-5/10	34	36	31
2/25-3/1/10	34	40	26
1/28-2/1/10	30	43	27

11. Thinking of the next twelve months, how do you expect the prices of the following to change?

	<u>Major increase in price</u>	<u>Minor increase</u>	<u>No change in price</u>	<u>Minor decrease</u>	<u>Major decrease in price</u>	<u>Total increase</u>	<u>Total decrease</u>
Homes for sale in your neighborhood							
12/27-30/10	7	22	38	26	6	30	33
11/19-22/10	6	20	42	25	7	26	32
10/29-11/1/10	4	25	43	21	7	29	28
9/30-10/3/10	3	28	42	22	5	31	27
8/26-30/10	3	22	36	31	9	25	40
7/29-8/1/10	5	28	37	24	7	32	31
Food and groceries							
12/27-30/10	31	50	16	2	*	81	3
11/19-22/10	25	54	19	1	1	79	2
Gasoline and fuel prices							
12/27-30/10	56	31	10	2	1	87	3
11/19-22/10	37	46	13	4	1	82	5
Consumer electronics (TVs, computers, music players, etc.)							
12/27-30/10	10	36	36	17	1	46	18
11/19-22/10	11	29	33	23	3	40	27
Durable goods (automobiles, appliances, furniture, etc.)							
12/27-30/10	15	42	35	7	1	57	8
11/19-22/10	14	39	34	11	1	54	12

12. Now, **thinking about the next three months**, do you generally feel the following will improve, stay the same or get worse?

	<u>Improve</u>	<u>Stay the same</u>	<u>Get worse</u>	<u>Don't know</u>
Your personal financial situation				
12/27-30/10	20	51	23	6
11/19-22/10	19	54	21	6
10/29-11/1/10	18	53	23	6
9/30-10/3/10	20	52	23	5
8/26-30/10	19	54	21	6
7/29-8/1/10	18	51	24	6
7/8-11/10	19	49	24	8
6/4-7/10	18	53	24	6
4/29-5/2/10	16	54	23	7
4/1-5/10	17	53	22	8
2/25-3/1/10	15	53	25	7
1/28-2/1/10	17	54	23	6

	Improve	Stay the same	Get worse	Don't know
The amount of personal debt you have or money that you owe				
12/27-30/10	23	52	19	6
11/19-22/10	27	50	19	5
10/29-11/1/10	21	54	18	7
9/30-10/3/10	23	50	22	5
8/26-30/10	24	53	18	6
7/29-8/1/10	21	53	20	6
7/8-11/10	23	50	20	6
6/4-7/10	22	53	20	5
4/29-5/2/10	20	55	19	6
4/1-5/10	23	52	18	8
2/25-3/1/10	20	51	23	6
1/28-2/1/10	23	51	22	4
The amount of money you have left over to spend on other things when all your bills are paid				
12/27-30/10	16	47	32	4
11/19-22/10	17	49	29	5
10/29-11/1/10	14	49	30	7
9/30-10/3/10	15	49	31	4
8/26-30/10	15	50	30	5
7/29-8/1/10	14	49	32	6
7/8-11/10	15	48	30	7
6/4-7/10	14	51	31	5
4/29-5/2/10	14	52	29	5
4/1-5/10	15	48	29	8
2/25-3/1/10	14	49	32	5
1/28-2/1/10	15	51	31	4
The value of your investments or savings				
12/27-30/10	18	46	24	12
11/19-22/10	17	49	20	14
10/29-11/1/10	15	44	27	14
9/30-10/3/10	15	44	25	16
8/26-30/10	13	41	33	13
7/29-8/1/10	12	48	29	11
7/8-11/10	14	43	30	14
6/4-7/10	15	42	30	13
4/29-5/2/10	19	44	26	11
4/1-5/10	16	46	23	15
2/25-3/1/10	15	44	28	12
1/28-2/1/10	17	46	25	12
Your ability to save money for things like retirement or education				
12/27-30/10	13	50	31	6
11/19-22/10	12	52	29	7
10/29-11/1/10	11	47	33	9
9/30-10/3/10	12	46	33	9
8/26-30/10	12	49	32	7
7/29-8/1/10	12	48	32	9
7/8-11/10	13	47	32	9
6/4-7/10	11	50	31	8
4/29-5/2/10	12	49	31	7
4/1-5/10	11	49	31	9
2/25-3/1/10	10	48	34	7
1/28-2/1/10	11	51	32	6

13. Now look ahead at the next six months. How likely is it that you, someone in your family or someone else you know personally will lose their job in the next six months as a result of economic conditions?

	<u>Extremely likely</u>	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Not very likely</u>	<u>Not at all likely</u>	<u>Not sure</u>	<u>Total likely</u>	<u>Total not likely</u>
12/27-30/10	5	9	26	24	16	20	14	40
11/19-22/10	6	10	25	24	17	19	16	40
10/29-11/1/10 ..	6	9	22	28	15	20	15	43
9/30-10/3/10	5	12	25	22	16	20	16	38
8/26-30/10	6	11	24	26	13	19	17	40
7/29-8/1/10	6	8	25	27	16	19	14	43
7/8-11/10	6	10	28	22	13	21	16	35
6/4-7/10	5	11	22	26	16	20	16	42
4/29-5/2/10	6	9	24	25	17	19	14	42
4/1-5/10	4	9	27	22	15	23	13	36
2/25-3/1/10	5	9	28	22	14	21	14	37
1/28-2/1/10	6	10	27	26	13	18	16	40

14. Now, thinking about **the next six months** and making major purchases such as buying a car or household appliances, or your vacation spending, do you expect that you and your family will be spending ...

	<u>More than last year</u>	<u>About the same as last year</u>	<u>Less than last year</u>
12/27-30/10	11	47	42
11/19-22/10	10	45	45
10/29-11/1/10	11	45	44
9/30-10/3/10	8	45	48
8/26-30/10	10	44	46
7/29-8/1/10	12	43	45
7/8-11/10	9	44	47
6/4-7/10	9	45	46
4/29-5/2/10	11	47	42
4/1-5/10	9	48	43
2/25-3/1/10	7	41	52
1/28-2/1/10	11	43	46

- 15A. In the **next six months**, do you think interest rates will...

	<u>Go up</u>	<u>Go down</u>	<u>Remain unchanged</u>
12/27-30/10	48	11	41
11/19-22/10	42	11	47
10/29-11/1/10	35	13	52
9/30-10/3/10	37	10	53
8/26-30/10	34	16	50
7/29-8/1/10	36	14	49
7/8-11/10	41	13	46
6/4-7/10	40	12	48
4/29-5/2/10	45	11	44
4/1-5/10	46	10	44
2/25-3/1/10	47	12	41
1/28-2/1/10	41	10	49

15B. Over the next five years, do you think inflation will...

	<u>Go up</u>	<u>Go down</u>	<u>Remain unchanged</u>	<u>Don't know</u>
12/27-30/10.....	56	12	14	18
11/19-22/10.....	53	12	15	20

16A. Looking ahead six months from now, do you expect... - The economy in your local area to be...

	<u>Much stronger</u>	<u>Somewhat stronger</u>	<u>About the same</u>	<u>Somewhat weaker</u>	<u>Much weaker</u>	<u>Total stronger</u>	<u>Total weaker</u>
12/27-30/10.....	3	18	59	15	5	21	20
11/19-22/10.....	5	19	57	15	5	24	20
10/29-11/1/10...	3	17	56	16	7	20	24
9/30-10/3/10.....	3	17	57	19	4	20	23
8/26-30/10.....	3	14	58	18	8	16	25
7/29-8/1/10.....	3	17	56	18	6	20	23
7/8-11/10.....	3	15	54	19	8	18	28
6/4-7/10.....	4	15	58	16	7	19	24
4/29-5/2/10.....	2	19	57	17	5	22	22
4/1-5/10.....	1	17	61	16	5	18	21
2/25-3/1/10.....	1	18	59	16	6	19	22
1/28-2/1/10.....	4	53	NA	36	7	56	44

16B. Looking ahead six months from now, do you expect... – Your personal finances to be...

	<u>Much stronger</u>	<u>Somewhat stronger</u>	<u>About the same</u>	<u>Somewhat weaker</u>	<u>Much weaker</u>	<u>Total stronger</u>	<u>Total weaker</u>
12/27-30/10.....	6	23	50	15	6	29	21
11/19-22/10.....	7	25	49	15	5	32	19
10/29-11/1/10...	5	21	53	14	7	26	21
9/30-10/3/10.....	6	22	50	17	5	28	22
8/26-30/10.....	6	22	52	16	5	27	21
7/29-8/1/10.....	5	20	51	18	6	26	24
7/8-11/10.....	5	21	51	15	7	26	22
6/4-7/10.....	5	22	50	17	6	26	23
4/29-5/2/10.....	5	22	52	16	5	27	22
4/1-5/10.....	4	19	59	13	5	23	18
2/25-3/1/10.....	4	20	55	14	7	24	21
1/28-2/1/10.....	5	54	NA	33	8	59	41

17. Thinking about **the next year or so**, do you, yourself, generally feel that the US economy and your own financial situation will improve, stay the same or get worse?

	<u>Improve</u>	<u>Stay the same</u>	<u>Get worse</u>
12/27-30/10	28	48	24
11/19-22/10	30	46	24
10/29-11/1/10	31	42	27
9/30-10/3/10	31	44	25
8/26-30/10	30	43	28
7/29-8/1/10	30	42	27
7/8-11/10	28	42	30
6/4-7/10	28	45	27
4/29-5/2/10	31	43	26
4/1-5/10	30	43	26
2/25-3/1/10	29	47	24
1/28-2/1/10	35	42	24

CUSTOM QUESTIONS

18. When are you most likely to spend any gift cards you might receive for the holidays?

Within two weeks of receiving	20
Within a month	32
Within 3 months	21
By the end of the year	10
No plans to use	13
Often forget you have them	3

19. The government just signed into law a reduction in Social Security taxes for the next year that will add about an additional \$70 per month to the average worker's take home pay. What percent of that additional income do you expect to spend?

Spend all	22
Spend most	20
Spend only some	32
Spend none (save all)	26

DEMOGRAPHICS

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1. Do you currently own stocks, bonds or mutual funds?

Yes	39
No	61

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

18-34	31
35-54	38
55-64	22
65+	9
(DK/NS)	--

D2. Are you employed:

Employed Full-time	42
Employed Part-time	9
Self-Employed	6
Homemaker	9
Student	7
Retired	14
Currently Unemployed	11
Other	2
(Dk/NS)	--
Summary	
Full time	48
Part time	9
Not Employed	30
Retired	14

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

Grade School	1
Some High School	5
Graduated High School	40
Some College	18
Graduated from college - 2 year	6
Graduated from college - 4 year	16
Some Post Graduate	3
Post Graduate Degree	7
Some Technical or Vocational School	*
Completed Technical or Vocational School	2
Summary (NET)	
No college degree	73
College degree	27

D4. Are you currently married?

Single	26
Married	53
Domestic Partnership	6
Widowed	3
Divorced	10
Separated	2
Summary	
Married	53
Other	47

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

Under 6 only	6
6-12 Only	6
13-17 Only	10
Under 6 and 6-12	6
Under 6 and 13-17	1
6-12 and 13-17	5
All 3	1
None Under 18	65
Summary	
With Kids	35
No Kids	65

D10. Are you of Hispanic ethnicity?

(Q.D11 ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D12a.)

D11. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

Hispanic	13
White	68
Black	11
Asian/Native American/Other/Refused race (Net)	8
Asian or Pacific Islander	3
Native American or Alaskan Native	1
Mixed racial background	1
Other	1
Declined to answer	1
Summary	
White	68
Other	31

D12. Could you please tell me your household income from all sources in 2009?

Under \$15K	10
\$15K to less than \$20K	5
\$20K to less than \$25K	6
\$25K to less than \$30K	6
\$30K to less than \$40K	11
\$40K to less than \$50K	9
\$50K to less than \$75K	20
\$75K to less than \$100K	10
\$100K to less than \$150K	15
\$150K or more	7
Summary	
Under \$25K	21
\$25K - \$49K	26
\$50K - \$99K	31
\$100K +	22

REGION:

Northeast	19
Midwest	22
South	37
West	23

METROPOLITAN STATUS:

10,000-99,999	6
100,000-249,999	8
250,000-499,999	7
500,000-999,999	7
1,000,000-2,499,999	18
2,500,000-4,999,999	12
5,000,000 +	25
Non CBSA	16
(DK/NS)	--
Summary	
Less than 1 million	28
1 million to less than 5 million	30
5 million or more	25
NON-CBSA (rural)	16

GENDER:

Male	49
Female	51