Ipsos Public Affairs

1146 19th St., NW, Suite 200
Washington, DC 20036
(202) 463-7300

Interview dates: December 27-29, 2011
Interviews: 1,021 adults

RBC Consumer Outlook Index Survey
CONDUCTED BY IPSOS PUBLIC AFFAIRS

These are some of the findings of an Ipsos online poll conducted December 27-29, 2011. For this survey, a national sample of 1021 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?

	Right direction	Wrong track
12/27-29/11	31	69
11/21-23/11	24	76
10/27-30/11	26	74
9/29-10/2/11	25	75
8/25-28/11	25	75
7/28-31/11	24	76
6/28-7/1/11	37	63
5/27-30/11	38	62
4/28-5/1/11	30	70
3/24-27/11	33	67
2/25-28/11	33	67
1/28-31/11	40	60
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

2. Compared to six months ago…

	More comfortable	Less comfortable	No change	Not sure
Are you NOW more or less comfortable making a major purchase decision, like a home or car?				
12/27-29/11	13	45	38	3
11/21-23/11	8	54	34	3
10/27-30/11	7	58	31	4
9/29-10/2/11	9	56	31	4
8/25-28/11	8	56	33	3
7/28-31/11	8	59	31	3
6/28-7/1/11	9	48	38	5
5/27-30/11	13	40	43	4
4/28-5/1/11	8	48	41	3
3/24-27/11	12	45	37	6
2/25-28/11	12	50	34	4
1/28-31/11	11	41	42	5
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
Are you NOW more or less comfortable making other household purchases?				
12/27-29/11	19	35	44	2
11/21-23/11	14	43	42	2
10/27-30/11	11	46	40	3
9/29-10/2/11	14	43	40	3
8/25-28/11	11	44	43	2
7/28-31/11	11	45	40	4
6/28-7/1/11	13	34	48	4
5/27-30/11	18	31	49	2
4/28-5/1/11	14	37	46	2
3/24-27/11	20	33	42	6
2/25-28/11	18	36	41	4
1/28-31/11	16	34	45	5
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

3. Compared to six months ago…

	More confident	Less confident	No change	Not sure
Are you NOW more or less confident about job security for yourself, your family and other people you know personally?				
12/27-29/11	16	38	42	4
11/21-23/11	10	47	38	5
10/27-30/11	9	52	35	4
9/29-10/2/11	11	53	33	4
8/25-28/11	8	50	39	3
7/28-31/11	10	47	39	4
6/28-7/1/11	10	40	42	7
5/27-30/11	17	41	38	4
4/28-5/1/11	9	42	44	4
3/24-27/11	14	42	38	5
2/25-28/11	13	46	37	4
1/28-31/11	14	44	38	4
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
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?				
12/27-29/11	14	46	35	5
11/21-23/11	9	56	30	5
10/27-30/11	7	55	32	6
9/29-10/2/11	9	59	28	4
8/25-28/11	8	59	30	3
7/28-31/11	9	54	32	6
6/28-7/1/11	10	47	35	8
5/27-30/11	18	41	36	5
4/28-5/1/11	11	47	38	4
3/24-27/11	14	43	37	6
2/25-28/11	14	51	30	6
1/28-31/11	13	46	36	5
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

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?

	Yes	No
12/27-29/11	38	62
11/21-23/11	46	54
10/27-30/11	42	58
9/29-10/2/11	46	54
8/25-28/11	37	63
7/28-31/11	37	63
6/28-7/1/11	38	62
5/27-30/11	38	62
4/28-5/1/11	42	58
3/24-27/11	43	57
2/25-28/11	44	56
1/28-31/11	45	55
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

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

	Yes	No
12/27-29/11	29	71
11/21-23/11	34	66
10/27-30/11	32	68
9/29-10/2/11	34	66
8/25-28/11	28	72
7/28-31/11	31	69
6/28-7/1/11	25	75
5/27-30/11	25	75
4/28-5/1/11	28	72
3/24-27/11	29	71
2/25-28/11	32	68
1/28-31/11	32	68
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

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.

	7	6	5	4	3	2	1	Strong (T2B)	Mid (M2B)	Weak (B3B)
12/27-29/11	2	5	18	25	25	13	12	7	43	50
11/21-23/11	1	4	13	26	23	18	15	5	38	56
10/27-30/11……..	1	3	13	26	24	19	14	4	39	57
9/29-10/2/11 ……	1	3	15	25	23	20	12	5	40	56
8/25-28/11	1	4	14	23	24	18	14	5	38	57
7/28-31/11	3	4	12	24	25	17	16	7	36	58
6/28-7/1/11	2	5	15	31	20	16	12	7	45	48
5/27-30/11	1	5	14	31	22	16	11	6	45	49
4/28-5/1/11	3	5	14	27	22	15	14	8	41	51
3/24-27/11	3	5	19	24	19	16	14	9	42	49
2/25-28/11	2	5	15	28	22	16	13	6	42	51
1/28-31/11	1	3	18	27	20	18	13	4	45	51
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

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.

	7	6	5	4	3	2	1	Strong (T2B)	Mid (M3B)	Weak (B3B)
12/27-29/11	5	10	20	25	17	11	12	15	45	40
11/21-23/11	3	5	17	25	23	12	16	8	41	51
10/27-30/11……..	2	4	16	25	21	17	15	7	41	53
9/29-10/2/11 ……	3	9	18	22	20	16	13	11	40	49
8/25-28/11	3	8	16	26	19	14	13	11	43	46
7/28-31/11	2	7	19	24	19	13	15	9	43	47
6/28-7/1/11	3	8	20	26	18	12	13	11	46	43
5/27-30/11	4	6	21	25	23	9	11	11	46	44
4/28-5/1/11	3	9	20	25	19	12	12	12	45	43
3/24-27/11	5	8	19	28	17	10	13	13	46	41
2/25-28/11	3	9	18	24	19	15	14	11	42	47
1/28-31/11	3	8	20	25	15	15	13	12	46	43
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

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?

	Good time	Bad time	Not sure
12/27-29/11	19	34	47
11/21-23/11	12	47	41
10/27-30/11	16	44	40
9/29-10/2/11	16	45	40
8/25-28/11	22	40	39
7/28-31/11	12	52	36
6/28-7/1/11	14	35	51
5/27-30/11	16	32	52
4/28-5/1/11	16	34	50
3/24-27/11	18	31	52
2/25-28/11	18	39	44
1/28-31/11	22	29	48
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

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?

	Yes	No	Not sure
12/27-29/11	32	40	28
11/21-23/11	27	47	26
10/27-30/11	30	45	25
9/29-10/2/11	33	44	23
8/25-28/11	33	41	26
7/28-31/11	27	45	29
6/28-7/1/11	28	40	32
5/27-30/11	29	39	33
4/28-5/1/11	29	39	31
3/24-27/11	31	39	30
2/25-28/11	34	38	28
1/28-31/11	32	37	31
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

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

	Major increase in price	Minor increase	No change in price	Minor decrease	Major decrease in price	Total increase	Total decrease
Homes for sale in your neighborhood							
12/27-29/11	7	23	39	26	5	30	31
11/21-23/11	8	21	39	26	6	29	33
10/27-30/11	6	20	35	30	8	27	38
9/29-10/2/11	8	19	34	30	8	27	39
8/25-28/11	8	17	36	30	9	24	39
7/28-31/11	10	19	38	23	10	29	33
6/28-7/1/11	7	24	39	23	7	31	30
5/27-30/11	9	22	40	22	7	31	29
4/28-5/1/11	12	18	38	25	7	30	32
3/24-27/11	8	22	36	27	7	30	34
2/25-28/11	9	26	37	22	7	34	28
1/28-31/11	7	21	43	24	6	28	30
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							
12/27-29/11	32	48	18	2	0	79	2
11/21-23/11	35	49	14	1	0	84	2
10/27-30/11	34	51	13	1	0	85	2
8/25-28/11	35	49	13	3	0	84	3
8/25-28/11	35	49	13	3	0	84	3
7/28-31/11	38	45	15	1	*	83	2
6/28-7/1/11	38	45	14	3	1	82	4
5/27-30/11	40	42	14	2	1	82	3
4/28-5/1/11	48	40	9	2	1	88	3
3/24-27/11	45	42	10	2	1	87	4
2/25-28/11	45	43	12	*	*	88	1
1/28-31/11	34	48	16	2	--	82	2
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							
12/27-29/11	31	44	16	8	1	76	9
11/21-23/11	37	40	14	9	0	77	9
10/27-30/11	34	44	12	9	1	78	10
9/29-10/2/11	33	39	10	17	0	72	18
8/25-28/11	34	37	17	11	1	71	12
7/28-31/11	47	35	11	7	1	82	7
6/28-7/1/11	33	33	15	17	1	67	18
5/27-30/11	48	27	10	12	3	75	15
4/28-5/1/11	76	14	7	2	2	90	3
3/24-27/11	72	19	6	2	2	90	4
2/25-28/11	79	14	6	1	*	93	1
1/28-31/11	58	30	10	2	--	88	2
12/27-30/10	56	31	10	2	1	87	3
11/19-22/10	37	46	13	4	1	82	5

	Major increase in price	Minor increase	No change in price	Minor decrease	Major decrease in price	Total increase	Total decrease
Consumer electronics (TVs, computers, music players, etc.)							
12/27-29/11	11	34	36	18	2	44	20
11/21-23/11	11	36	32	21	1	47	21
10/27-10/30/11	12	40	32	14	1	53	16
9/29-10/2/11	13	42	29	15	1	55	16
8/25-28/11	16	37	34	11	1	53	13
7/28-31/11	16	37	35	11	1	53	12
6/28-7/1/11	14	38	34	12	1	53	13
5/27-30/11	15	38	34	12	1	52	13
4/28-5/1/11	21	41	30	8	1	61	9
3/24-27/11	18	41	26	13	2	59	15
2/25-28/11	16	42	29	14	*	57	14
1/28-31/11	11	37	37	15	1	48	16
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.)							
12/27-29/11	15	46	33	5	1	61	6
11/21-23/11	16	46	29	8	1	62	9
10/27-30/11	16	48	28	7	1	64	8
9/29-10/2/11	17	43	31	8	1	60	9
8/25-28/11	19	41	32	6	1	61	7
7/28-31/11	21	43	30	6	1	64	6
6/28-7/1/11	18	44	31	6	1	62	7
5/27-30/11	17	45	31	6	1	63	7
4/28-5/1/11	25	43	28	4	1	67	5
3/24-27/11	21	48	24	5	2	70	7
2/25-28/11	20	46	29	5	*	66	5
1/28-31/11	15	46	35	4	1	60	5
12/27-30/10	15	42	35	7	1	57	8
11/19-22/10	14	39	34	11	1	54	12

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?

	Extremely likely	Very likely	Somewhat likely	Not very likely	Not at all likely	Not sure	Total likely	Total not likely
12/27-29/11	5	8	27	28	14	18	13	42
11/21-23/11	6	9	27	27	13	19	15	39
10/27-30/11…...	5	9	28	27	12	19	14	39
9/29-10/2/11	5	13	26	27	13	16	18	40
8/25-28/11	6	10	25	24	13	21	17	37
7/28-31/11	5	10	24	25	15	21	15	40
6/28-7/1/11	4	11	24	28	13	21	15	40
5/27-30/11	4	9	20	29	15	23	13	44
4/28-5/1/11	5	8	26	25	15	21	14	39
3/24-27/11	7	7	24	28	16	19	14	43
2/25-28/11	7	11	25	25	13	18	18	39
1/28-31/11	5	7	27	27	16	18	12	43
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

14. Now, thinking about **the <u>next six months</u>** 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 …

	More than last year	About the same as last year	Less than last year
12/27-29/11	13	47	40
11/21-23/11	11	43	47
10/27-30/11…..................	11	37	51
9/29/10/2/11	11	42	47
8/25-28/11	11	42	47
7/28-31/11	9	42	49
6/28-7/1/11	9	45	45
5/27-30/11	15	42	43
4/28-5/1/11	10	44	47
3/24-27/11	13	43	44
2/25-28/11	13	40	47
1/28-31/11	9	46	46
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

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

	Go up	Go down	Remain unchanged
12/27-29/11	38	13	49
11/21-23/11	39	13	48
10/27-30/11…...................	43	12	45
9/29/10/2/11	39	16	44
8/25-28/11	42	14	45
7/28-31/11	59	9	32
6/28-7/1/11	41	11	48
5/27-30/11	44	10	46
4/28-5/1/11	48	7	44
3/24-27/11	49	9	42
2/25-28/11	50	11	39
1/28-31/11	50	9	40
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

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

	Go up	Go down	Remain unchanged	Don't know
12/27-29/11........................	56	9	19	17
11/21-23/11........................	63	9	11	16
10/27-30/11…...................	57	15	11	17
9/29-10/2/11......................	65	11	10	14
8/25-28/11.........................	63	12	10	15
7/28-31/11.........................	64	8	12	16
6/28-7/1/11........................	54	10	15	21
5/27-30/11.........................	53	11	13	23
4/28-5/1/11........................	58	12	11	19
3/24-27/11.........................	61	8	11	20
2/25-28/11.........................	64	11	10	15
1/28-31/11.........................	56	13	15	16
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...

	Much stronger	Somewhat stronger	About the same	Somewhat weaker	Much weaker	Total stronger	Total weaker
12/27-29/11.......	5	16	56	17	6	21	23
11/21-23/11.......	3	15	57	18	8	18	25
10/27-30/11.....	2	15	57	20	5	17	26
9/29-10/2/11.....	2	14	56	23	5	16	28
8/25-28/11........	3	14	55	20	8	17	28
7/28-31/11........	3	12	53	23	9	15	32
6/28-7/1/11.......	3	15	60	17	6	18	22
5/27-30/11........	3	20	56	16	6	23	21
4/28-5/1/11.......	4	16	55	19	5	20	25
3/24-27/11........	5	18	52	17	8	23	26
2/25-28/11........	4	17	55	19	6	20	25
1/28-31/11........	3	20	57	15	5	23	20
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

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

	Much stronger	Somewhat stronger	About the same	Somewhat weaker	Much weaker	Total stronger	Total weaker
12/27-29/11......	7	22	53	14	5	28	19
11/21-23/11.......	6	19	48	19	8	25	27
10/27-30/11.....	5	19	48	21	6	24	27
9/29-10/2/11.....	6	22	47	21	5	27	26
8/25-28/11........	5	20	48	19	8	25	26
7/28-31/11........	4	18	49	21	8	22	29
6/28-7/1/11.......	5	18	53	18	7	23	24
5/27-30/11........	8	21	51	15	4	30	19
4/28-5/1/11.......	5	19	53	17	5	25	22
3/24-27/11........	6	22	48	17	7	28	24
2/25-28/11........	9	21	46	19	6	30	24
1/28-31/11........	6	24	50	16	5	30	20
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

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?

	Improve	Stay the same	Get worse
12/27-29/11	26	48	26
11/21-23/11	20	44	35
10/27-30/11	25	43	33
9/29-10/2/11	21	43	36
8/25-28/11	22	41	36
7/28-31/11	18	43	40
6/28-7/1/11	25	47	28
5/27-30/11	30	47	23
4/28-5/1/11	24	44	32
3/24-27/11	26	41	32
2/25-28/11	26	43	31
1/28-31/11	30	47	23
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

CUSTOM QUESTIONS

18. Which of the following comes closest to your spending on gifts and holiday shopping this season? Were you:

Under Budget (NET)	14
$1,000 under budget	4
$100 under budget	8
$10 under budget	2
On budget	48
Over Budget (NET)	24
$10 over budget	2
$100 over budget	16
$1,000 over budget	7
Did not spend anything on gifts or holiday shopping	14

19. When you were holiday shopping this season, did you:

Stick only to buying gifts for others ....…	63
Made impulse purchases for yourself too..........…	20
Did not spending anything on gifts or holiday shopping ……………………………………………..	17

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

	Jan 2012	Jan 2011
Within two weeks of receiving..........................	19	20
Within a month..	24	32
Within 3 months …………………………………..	25	21
By the end of the year ……………………………	10	10
No plans to use ……………………………………	19	13
Often forget you have them ……………………..	4	3

21. Thinking for a moment about the gap between the highest income workers and middle or low-income workers, would you say that this income inequality is a:

Very serious problem	38
Somewhat serious problem.............................	29
A small problem …………………………………..	14
Not a problem ……………………………………..	12
Don't know/Not sure ……………………………….	7
Summary	
Very serious problem/Somewhat serious problem	68

22. In making your decision in next year's presidential election, how important will the candidate's position on economic issues be to your choice?

Most important factor ……………………………	40
Somewhat important ……………………………..	45
Not very important ………………………………..	4
Not at all important ……………………………….	1
Don't know/Not sure ……………………………..	10
Summary	
Most important factor/Somewhat important………	84
Not very important/Not at all important………….	6

DEMOGRAPHICS

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

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

Yes	43
No	57

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	14
65+	17

D2. Are you employed:

Employed Full-time	41
Employed Part-time	9
Self-Employed	8
Homemaker	6
Student	8
Retired	17
Currently Unemployed	9
Other	2
(Dk/Ns)	--
Summary	
Full time	49
Part time	9
Not Employed	25
Retired	17

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

Grade School	--
Some High School	2
Graduated High School	15
Some College	29
Graduated from college - 2 year	9
Graduated from college - 4 year	23
Some Post Graduate	6
Post Graduate Degree	14
Some Technical or Vocational School	--
Completed Technical or Vocational School	2
Summary (NET)	
No college degree	58
College degree	42

D4. Are you currently married?

Single	25
Married	58
Domestic Partnership	5
Widowed	3
Divorced	8
Separated	1
Summary	
Married	58
Other	42

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	7
6-12 Only	8
13-17 Only	8
Under 6 and 6-12	2
Under 6 and 13-17	1
6-12 and 13-17	5
All 3	--
None Under 18	69
Summary	
With Kids	31
No Kids	69

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	2
Summary	
White	68
Other	30

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

Under $15K	7
$15K to less than $20K	3
$20K to less than $25K	7
$25K to less than $30K	4
$30K to less than $40K	9
$40K to less than $50K	9
$50K to less than $75K	21
$75K to less than $100K	8
$100K to less than $150K	22
$150K or more	9
Summary	
Under $25K	18
$25K - $49K	22
$50K - $99K	30
$100K +	31

REGION:

Northeast	19
Midwest	22
South	37
West	23

METROPOLITAN STATUS:

10,000-99,999	5
100,000-249,999	7
250,000-499,999	8
500,000-999,999	8
1,000,000-2,499,999	16
2,500,000-4,999,999	14
5,000,000 +	25
Non CBSA	16
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