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Interview dates: January 26-29, 2012  
Interviews: 1,009 adults

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

*These are some of the findings of an Ipsos online poll conducted January 26-29, 2012. For this survey, a national sample of 1,009 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<br/>direction</u> | <u>Wrong track</u> |
|---------------------|----------------------------|--------------------|
| 1/26-29/12 .....    | 35                         | 65                 |
| 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...

|                                                                                               | <u>More<br/>comfortable</u> | <u>Less<br/>comfortable</u> | <u>No<br/>change</u> | <u>Not<br/>sure</u> |
|-----------------------------------------------------------------------------------------------|-----------------------------|-----------------------------|----------------------|---------------------|
| Are you NOW more or less comfortable making<br>a major purchase decision, like a home or car? |                             |                             |                      |                     |
| 1/26-29/12 .....                                                                              | 11                          | 47                          | 39                   | 3                   |
| 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<br>other household purchases?                     |                             |                             |                      |                     |
| 1/26-29/12 .....                                                                              | 19                          | 36                          | 44                   | 1                   |
| 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...

|                                                                                                                                                                    | <u>More<br/>confident</u> | <u>Less<br/>confident</u> | <u>No<br/>change</u> | <u>Not<br/>sure</u> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|---------------------------|----------------------|---------------------|
| Are you NOW more or less confident about job security for yourself, your family and other people you know personally?                                              |                           |                           |                      |                     |
| 1/26-29/12 .....                                                                                                                                                   | 15                        | 43                        | 40                   | 3                   |
| 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? |                           |                           |                      |                     |
| 1/26-29/12 .....                                                                                                                                                   | 13                        | 47                        | 34                   | 5                   |
| 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?

|                     | <u>Yes</u> | <u>No</u> |
|---------------------|------------|-----------|
| 1/26-29/12 .....    | 42         | 58        |
| 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?

|                     | <u>Yes</u> | <u>No</u> |
|---------------------|------------|-----------|
| 1/26-29/12 .....    | 32         | 68        |
| 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.

|                    | <u>7</u> | <u>6</u> | <u>5</u> | <u>4</u> | <u>3</u> | <u>2</u> | <u>1</u> | <u>Strong</u><br><u>(T2B)</u> | <u>Mid</u><br><u>(M2B)</u> | <u>Weak</u><br><u>(B3B)</u> |
|--------------------|----------|----------|----------|----------|----------|----------|----------|-------------------------------|----------------------------|-----------------------------|
| 1/26-29/12.....    | 2        | 6        | 16       | 28       | 22       | 19       | 8        | 7                             | 44                         | 49                          |
| 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.

|                    | <u>7</u> | <u>6</u> | <u>5</u> | <u>4</u> | <u>3</u> | <u>2</u> | <u>1</u> | <u>Strong</u><br><u>(T2B)</u> | <u>Mid</u><br><u>(M3B)</u> | <u>Weak</u><br><u>(B3B)</u> |
|--------------------|----------|----------|----------|----------|----------|----------|----------|-------------------------------|----------------------------|-----------------------------|
| 1/26-29/12.....    | 2        | 8        | 20       | 21       | 19       | 15       | 14       | 11                            | 41                         | 48                          |
| 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?

|                     | <u>Good time</u> | <u>Bad time</u> | <u>Not sure</u> |
|---------------------|------------------|-----------------|-----------------|
| 1/26-29/12 .....    | 18               | 30              | 52              |
| 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?

|                     | <u>Yes</u> | <u>No</u> | <u>Not sure</u> |
|---------------------|------------|-----------|-----------------|
| 1/26-29/12 .....    | 36         | 37        | 27              |
| 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?

|                                            | <u>Major<br/>increase in<br/>price</u> | <u>Minor<br/>increase</u> | <u>No change<br/>in price</u> | <u>Minor<br/>decrease</u> | <u>Major<br/>decrease in<br/>price</u> | <u>Total<br/>increase</u> | <u>Total<br/>decrease</u> |
|--------------------------------------------|----------------------------------------|---------------------------|-------------------------------|---------------------------|----------------------------------------|---------------------------|---------------------------|
| <b>Homes for sale in your neighborhood</b> |                                        |                           |                               |                           |                                        |                           |                           |
| 1/26-29/12 .....                           | 8                                      | 21                        | 40                            | 23                        | 7                                      | 29                        | 31                        |
| 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                        |
| <b>Food and groceries</b>                  |                                        |                           |                               |                           |                                        |                           |                           |
| 1/26-29/12 .....                           | 32                                     | 52                        | 14                            | 1                         | 0                                      | 84                        | 1                         |
| 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                         |
| <b>Gasoline and fuel prices</b>            |                                        |                           |                               |                           |                                        |                           |                           |
| 1/26-29/12 .....                           | 51                                     | 37                        | 7                             | 5                         | 0                                      | 88                        | 5                         |
| 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                         |

|                                                            | <u>Major<br/>increase in<br/>price</u> | <u>Minor<br/>increase</u> | <u>No change<br/>in price</u> | <u>Minor<br/>decrease</u> | <u>Major<br/>decrease in<br/>price</u> | <u>Total<br/>increase</u> | <u>Total<br/>decrease</u> |
|------------------------------------------------------------|----------------------------------------|---------------------------|-------------------------------|---------------------------|----------------------------------------|---------------------------|---------------------------|
| Consumer electronics (TVs, computers, music players, etc.) |                                        |                           |                               |                           |                                        |                           |                           |
| 1/26-29/12 .....                                           | 12                                     | 36                        | 33                            | 19                        | 1                                      | 47                        | 19                        |
| 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.)   |                                        |                           |                               |                           |                                        |                           |                           |
| 1/26-29/12 .....                                           | 13                                     | 45                        | 35                            | 8                         | 0                                      | 58                        | 8                         |
| 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?

|                     | <u>Extremely<br/>likely</u> | <u>Very likely</u> | <u>Somewhat<br/>likely</u> | <u>Not very<br/>likely</u> | <u>Not at all<br/>likely</u> | <u>Not sure</u> | <u>Total likely</u> | <u>Total not<br/>likely</u> |
|---------------------|-----------------------------|--------------------|----------------------------|----------------------------|------------------------------|-----------------|---------------------|-----------------------------|
| 1/26-29/12 .....    | 7                           | 8                  | 27                         | 29                         | 14                           | 14              | 15                  | 44                          |
| 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 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<br/>last year</u> | <u>About the same as<br/>last year</u> | <u>Less than<br/>last year</u> |
|---------------------|--------------------------------|----------------------------------------|--------------------------------|
| 1/26-29/12 .....    | 11                             | 45                                     | 43                             |
| 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...

|                     | <u>Go up</u> | <u>Go down</u> | <u>Remain<br/>unchanged</u> |
|---------------------|--------------|----------------|-----------------------------|
| 1/26-29/12 .....    | 33           | 12             | 56                          |
| 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...

|                    | <u>Go up</u> | <u>Go down</u> | <u>Remain<br/>unchanged</u> | <u>Don't know</u> |
|--------------------|--------------|----------------|-----------------------------|-------------------|
| 1/26-29/12 .....   | 57           | 12             | 13                          | 17                |
| 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...

|                  | <u>Much<br/>stronger</u> | <u>Somewhat<br/>stronger</u> | <u>About the<br/>same</u> | <u>Somewhat<br/>weaker</u> | <u>Much<br/>weaker</u> | <u>Total<br/>stronger</u> | <u>Total<br/>weaker</u> |
|------------------|--------------------------|------------------------------|---------------------------|----------------------------|------------------------|---------------------------|-------------------------|
| 1/26-29/12.....  | 3                        | 21                           | 61                        | 12                         | 4                      | 24                        | 15                      |
| 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...

|                  | <u>Much<br/>stronger</u> | <u>Somewhat<br/>stronger</u> | <u>About the<br/>same</u> | <u>Somewhat<br/>weaker</u> | <u>Much<br/>weaker</u> | <u>Total<br/>stronger</u> | <u>Total<br/>weaker</u> |
|------------------|--------------------------|------------------------------|---------------------------|----------------------------|------------------------|---------------------------|-------------------------|
| 1/26-29/12.....  | 6                        | 24                           | 50                        | 14                         | 5                      | 30                        | 19                      |
| 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?

|                     | <u>Improve</u> | <u>Stay the same</u> | <u>Get worse</u> |
|---------------------|----------------|----------------------|------------------|
| 1/26-29/12 .....    | 31             | 42                   | 27               |
| 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. Following the holiday shopping season, is your current credit card balance higher than it was at this time last year? (Select one)

|                            |           |
|----------------------------|-----------|
| Much higher .....          | 9         |
| Slightly higher .....      | 20        |
| Has not changed much ..... | 47        |
| Slightly lower .....       | 9         |
| Much lower .....           | 15        |
| <b>Total higher .....</b>  | <b>29</b> |
| <b>Total lower .....</b>   | <b>24</b> |

19. Which of the following statements about the condition of the economy do you agree with the most? (Select one)

|                                                           |           |
|-----------------------------------------------------------|-----------|
| The economy seems to be improving significantly .....     | 2         |
| The economy seems to be improving modestly .....          | 33        |
| The economy has not changed much .....                    | 32        |
| The economy seems to be getting modestly worse .....      | 25        |
| The economy seems to be getting significantly worse ..... | 8         |
| <b>Total improving .....</b>                              | <b>35</b> |
| <b>Total getting worse .....</b>                          | <b>33</b> |

20. What should be the #1 domestic priority for US policymakers?

|                                     | <u>1/26-<br/>29/12</u> | <u>2/25-<br/>3/1/10</u> |
|-------------------------------------|------------------------|-------------------------|
| Creating jobs .....                 | 51                     | 48                      |
| Healthcare reform .....             | 8                      | 19                      |
| Paying down the national debt ..... | 24                     | 16                      |
| Strengthening social security ..... | 9                      | 7                       |
| Homeland security .....             | 3                      | 5                       |
| Banking/Financial reform .....      | 7                      | 5                       |

21. Ahead of the November elections, what do you consider the most important economic issues facing the United States? Please rank order the following from "9-most important" to "1-least important" Please use each value only once

|                                                | <u>1/26-29/12</u>  |         | <u>9/30-10/3/10</u> |         |
|------------------------------------------------|--------------------|---------|---------------------|---------|
|                                                | Important<br>(7-9) | Average | Important<br>(7-9)  | Average |
| Creating new jobs .....                        | 67                 | 7.1     | 72                  | 7.3     |
| Protecting existing jobs .....                 | 59                 | 6.3     | 62                  | 6.6     |
| Keeping taxes low .....                        | 41                 | 5.5     | 48                  | 5.8     |
| Reducing government deficits .....             | 42                 | 5.7     | 32                  | 5.1     |
| Fixing the housing market .....                | 20                 | 4.6     | 23                  | 4.6     |
| Reforming the financial sector .....           | 25                 | 4.6     | 21                  | 4.5     |
| Loosening credit for small business .....      | 18                 | 4.1     | 19                  | 4.4     |
| Investing in new technologies .....            | 15                 | 3.7     | 11                  | 3.3     |
| Reforming international trade agreements ..... | 13                 | 3.4     | 11                  | 3.3     |

18. Thinking about the federal government, do you think the federal budget can be balanced through spending cuts alone, tax increases alone, or will require both spending cuts and tax increases?

|                             | <u>1/26-29/12</u> | <u>11/18-21/10</u> |
|-----------------------------|-------------------|--------------------|
| Spending cuts alone         | 28                | 27                 |
| Tax increases alone         | 2                 | 5                  |
| Both cuts and tax increases | 69                | 68                 |

## 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 | 30 |
| 35-54 | 38 |
| 55-64 | 12 |
| 65+   | 19 |

- D2. Are you employed:

|                      |    |
|----------------------|----|
| Employed Full-time   | 36 |
| Employed Part-time   | 10 |
| Self-Employed        | 5  |
| Homemaker            | 8  |
| Student              | 8  |
| Retired              | 18 |
| Currently Unemployed | 12 |
| Other                | 3  |
| (Dk/Ns)              |    |
| <b>Summary</b>       |    |
| Full time            | 41 |
| Part time            | 10 |
| Not Employed         | 31 |
| Retired              | 18 |

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

|                                          |    |
|------------------------------------------|----|
| Grade School                             | -- |
| Some High School                         | 4  |
| Graduated High School                    | 22 |
| Some College                             | 25 |
| Graduated from college - 2 year          | 10 |
| Graduated from college - 4 year          | 20 |
| Some Post Graduate                       | 4  |
| Post Graduate Degree                     | 11 |
| Some Technical or Vocational School      | 1  |
| Completed Technical or Vocational School | 4  |
| <b>Summary (NET)</b>                     |    |
| No college degree                        | 65 |
| College degree                           | 35 |

D4. Are you currently married?

|                      |    |
|----------------------|----|
| Single               | 26 |
| Married              | 51 |
| Domestic Partnership | 5  |
| Widowed              | 6  |
| Divorced             | 11 |
| Separated            | 2  |
| <b>Summary</b>       |    |
| Married              | 51 |
| Other                | 49 |

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      | 9  |
| 6-12 Only         | 7  |
| 13-17 Only        | 4  |
| Under 6 and 6-12  | 5  |
| Under 6 and 13-17 | 0  |
| 6-12 and 13-17    | 2  |
| All 3             | 0  |
| None Under 18     | 73 |
| <b>Summary</b>    |    |
| With Kids         | 27 |
| No Kids           | 73 |

**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                                          | 67 |
| 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  |
| <b>Summary</b>                                 |    |
| White                                          | 67 |
| Other                                          | 31 |

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

|                            |    |
|----------------------------|----|
| Under \$15K                | 8  |
| \$15K to less than \$20K   | 6  |
| \$20K to less than \$25K   | 9  |
| \$25K to less than \$30K   | 6  |
| \$30K to less than \$40K   | 10 |
| \$40K to less than \$50K   | 11 |
| \$50K to less than \$75K   | 24 |
| \$75K to less than \$100K  | 7  |
| \$100K to less than \$150K | 15 |
| \$150K or more             | 5  |
| <b>Summary</b>             |    |
| Under \$25K                | 22 |
| \$25K - \$49K              | 27 |
| \$50K - \$99K              | 31 |
| \$100K +                   | 20 |

**REGION:**

|           |    |
|-----------|----|
| Northeast | 19 |
| Midwest   | 22 |
| South     | 37 |
| West      | 23 |

**METROPOLITAN STATUS:**

|                                  |    |
|----------------------------------|----|
| 10,000-99,999                    | 5  |
| 100,000-249,999                  | 8  |
| 250,000-499,999                  | 7  |
| 500,000-999,999                  | 8  |
| 1,000,000-2,499,999              | 17 |
| 2,500,000-4,999,999              | 13 |
| 5,000,000 +                      | 25 |
| Non CBSA                         | 16 |
| <b>Summary</b>                   |    |
| Less than 1 million              | 28 |
| 1 million to less than 5 million | 30 |
| 5 million or more                | 25 |
| NON-CBSA (rural)                 | 16 |

**GENDER:**

|        |    |
|--------|----|
| Male   | 48 |
| Female | 52 |