



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

Interview dates: Sept 6-9, 2012  
Interviews: 1,002 adults

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

*These are some of the findings of an Ipsos online poll conducted Sept 6-9, 2012. For this survey, a national sample of 1,002 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.**

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

|                     | <u>Right direction</u> | <u>Wrong track</u> |
|---------------------|------------------------|--------------------|
| 9/6-9/12 .....      | 41                     | 59                 |
| 7/26-29/12 .....    | 36                     | 64                 |
| 6/28-7/1/12 .....   | 37                     | 63                 |
| 5/31-6/3/12 .....   | 36                     | 64                 |
| 4/26-29/12 .....    | 38                     | 62                 |
| 3/29-4/1/12 .....   | 34                     | 66                 |
| 3/1-4/12 .....      | 38                     | 62                 |
| 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                 |

2A. Compared to six months ago... Are you NOW more or less comfortable making a major purchase decision, like a home or car?

|                     | <u>More</u><br><u>comfortable</u> | <u>Less</u><br><u>comfortable</u> | <u>No</u><br><u>change</u> | <u>Not</u><br><u>sure</u> |
|---------------------|-----------------------------------|-----------------------------------|----------------------------|---------------------------|
| 9/6-9/12 .....      | 18                                | 35                                | 43                         | 4                         |
| 7/26-29/12 .....    | 15                                | 43                                | 38                         | 4                         |
| 6/28-7/1/12 .....   | 16                                | 43                                | 37                         | 4                         |
| 5/31-6/3/12 .....   | 14                                | 42                                | 40                         | 5                         |
| 4/26-29/12 .....    | 16                                | 40                                | 40                         | 4                         |
| 3/29-4/1/12 .....   | 15                                | 40                                | 40                         | 5                         |
| 3/1-4/12 .....      | 15                                | 41                                | 41                         | 4                         |
| 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                         |

2B. Compared to six months ago... Are you NOW more or less comfortable making other household purchases?

|                     | <u>More</u><br><u>comfortable</u> | <u>Less</u><br><u>comfortable</u> | <u>No</u><br><u>change</u> | <u>Not</u><br><u>sure</u> |
|---------------------|-----------------------------------|-----------------------------------|----------------------------|---------------------------|
| 9/6-9/12 .....      | 26                                | 25                                | 45                         | 4                         |
| 7/26-29/12 .....    | 21                                | 31                                | 44                         | 3                         |
| 6/28-7/1/12 .....   | 23                                | 34                                | 41                         | 2                         |
| 5/31-6/3/12 .....   | 20                                | 31                                | 46                         | 3                         |
| 4/26-29/12 .....    | 25                                | 29                                | 43                         | 3                         |
| 3/29-4/1/12 .....   | 20                                | 34                                | 42                         | 3                         |
| 3/1-4/12 .....      | 19                                | 29                                | 50                         | 3                         |
| 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                         |

3A. Compared to six months ago... are you NOW more or less confident about job security for yourself, your family and other people you know personally?

|                     | <u>More<br/>confident</u> | <u>Less confident</u> | <u>No<br/>change</u> | <u>Not<br/>sure</u> |
|---------------------|---------------------------|-----------------------|----------------------|---------------------|
| 9/6-9/12 .....      | 22                        | 32                    | 42                   | 5                   |
| 7/26-29/12 .....    | 18                        | 42                    | 37                   | 3                   |
| 6/28-7/1/12 .....   | 17                        | 39                    | 40                   | 5                   |
| 5/31-6/3/12 .....   | 15                        | 42                    | 40                   | 3                   |
| 4/26-29/12 .....    | 18                        | 37                    | 41                   | 4                   |
| 3/29-4/1/12 .....   | 16                        | 39                    | 40                   | 5                   |
| 3/1-4/12 .....      | 15                        | 34                    | 47                   | --                  |
| 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                   |

- 3B. Compared to six months ago... 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?

|                     | <u>More<br/>confident</u> | <u>Less confident</u> | <u>No<br/>change</u> | <u>Not<br/>sure</u> |
|---------------------|---------------------------|-----------------------|----------------------|---------------------|
| 9/6-9/12 .....      | 20                        | 38                    | 37                   | 6                   |
| 7/26-29/12 .....    | 19                        | 45                    | 31                   | 6                   |
| 6/28-7/1/12 .....   | 15                        | 45                    | 34                   | 6                   |
| 5/31-6/3/12 .....   | 15                        | 45                    | 35                   | 4                   |
| 4/26-29/12 .....    | 19                        | 41                    | 36                   | 5                   |
| 3/29-4/1/12 .....   | 19                        | 43                    | 34                   | 4                   |
| 3/1-4/12 .....      | 15                        | 43                    | 36                   | 5                   |
| 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> |
|---------------------|------------|-----------|
| 9/6-9/12 .....      | 36         | 64        |
| 7/26-29/12 .....    | 41         | 59        |
| 6/28-7/1/12 .....   | 38         | 62        |
| 5/31-6/3/12 .....   | 38         | 62        |
| 4/26-29/12 .....    | 41         | 59        |
| 3/29-4/1/12 .....   | 39         | 61        |
| 3/1-4/12 .....      | 34         | 66        |
| 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> |
|---------------------|------------|-----------|
| 9/6-9/12 .....      | 26         | 74        |
| 7/26-29/12 .....    | 30         | 70        |
| 6/28-7/1/12 .....   | 29         | 71        |
| 5/31-6/3/12 .....   | 29         | 71        |
| 4/26-29/12 .....    | 28         | 72        |
| 3/29-4/1/12 .....   | 27         | 73        |
| 3/1-4/12 .....      | 26         | 74        |
| 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> |
|--------------------|----------|----------|----------|----------|----------|----------|----------|-------------------------------|----------------------------|-----------------------------|
| 9/6-9/12.....      | 2        | 6        | 20       | 26       | 22       | 12       | 12       | 8                             | 46                         | 46                          |
| 7/26-29/12.....    | 3        | 6        | 20       | 25       | 23       | 13       | 11       | 9                             | 45                         | 46                          |
| 6/28-7/1/12.....   | 3        | 5        | 16       | 27       | 22       | 15       | 12       | 8                             | 44                         | 49                          |
| 5/31-6/3/12.....   | 2        | 4        | 16       | 28       | 24       | 14       | 12       | 6                             | 44                         | 49                          |
| 4/26-29/12.....    | 2        | 5        | 19       | 26       | 21       | 15       | 12       | 7                             | 45                         | 48                          |
| 3/29-4/1/12.....   | 2        | 5        | 18       | 25       | 23       | 14       | 13       | 8                             | 43                         | 49                          |
| 3/1-4/12.....      | 3        | 3        | 18       | 30       | 22       | 12       | 13       | 6                             | 48                         | 47                          |
| 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> |
|--------------------|----------|----------|----------|----------|----------|----------|----------|-------------------------------|----------------------------|-----------------------------|
| 9/6-9/12.....      | 4        | 9        | 19       | 26       | 18       | 14       | 11       | 13                            | 44                         | 42                          |
| 7/26-29/12.....    | 5        | 10       | 19       | 22       | 18       | 13       | 13       | 15                            | 41                         | 45                          |
| 6/28-7/1/12.....   | 5        | 9        | 18       | 27       | 19       | 12       | 10       | 14                            | 45                         | 41                          |
| 5/31-6/3/12.....   | 4        | 9        | 19       | 22       | 17       | 14       | 15       | 13                            | 41                         | 46                          |
| 4/26-29/12.....    | 4        | 7        | 23       | 24       | 17       | 10       | 15       | 11                            | 47                         | 42                          |
| 3/29-4/1/12.....   | 4        | 10       | 18       | 25       | 19       | 13       | 11       | 14                            | 43                         | 44                          |
| 3/1-4/12.....      | 4        | 9        | 20       | 25       | 20       | 12       | 11       | 12                            | 45                         | 43                          |
| 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> |
|---------------------|------------------|-----------------|-----------------|
| 9/6-9/12 .....      | 20               | 35              | 45              |
| 7/26-29/12 .....    | 14               | 39              | 47              |
| 6/28-7/1/12 .....   | 18               | 38              | 44              |
| 5/31-6/3/12 .....   | 14               | 41              | 45              |
| 4/26-29/12 .....    | 22               | 31              | 47              |
| 3/29-4/1/12 .....   | 18               | 33              | 49              |
| 3/1-4/12 .....      | 22               | 32              | 46              |
| 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> |
|---------------------|------------|-----------|-----------------|
| 9/6-9/12 .....      | 34         | 35        | 31              |
| 7/26-29/12 .....    | 30         | 42        | 28              |
| 6/28-7/1/12 .....   | 34         | 36        | 29              |
| 5/31-6/3/12 .....   | 31         | 39        | 30              |
| 4/26-29/12 .....    | 32         | 40        | 28              |
| 3/29-4/1/12 .....   | 31         | 38        | 30              |
| 3/1-4/12 .....      | 33         | 38        | 30              |
| 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> |
|-------------------------------------|----------------------------------------|---------------------------|-------------------------------|---------------------------|----------------------------------------|---------------------------|---------------------------|
| Homes for sale in your neighborhood |                                        |                           |                               |                           |                                        |                           |                           |
| 9/6-9/12 .....                      | 11                                     | 32                        | 37                            | 16                        | 4                                      | 43                        | 20                        |
| 7/26-29/12 .....                    | 12                                     | 28                        | 35                            | 20                        | 5                                      | 40                        | 24                        |
| 6/28-7/1/12 .....                   | 10                                     | 29                        | 36                            | 20                        | 5                                      | 39                        | 25                        |
| 5/31-6/3/12 .....                   | 11                                     | 30                        | 38                            | 17                        | 5                                      | 40                        | 22                        |
| 4/26-29/12 .....                    | 9                                      | 27                        | 41                            | 19                        | 4                                      | 36                        | 24                        |
| 3/29-4/1/12 .....                   | 11                                     | 26                        | 36                            | 22                        | 4                                      | 37                        | 27                        |
| 3/1-4/12 .....                      | 10                                     | 23                        | 39                            | 24                        | 4                                      | 33                        | 28                        |
| 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                        |
| Food and groceries                  |                                        |                           |                               |                           |                                        |                           |                           |
| 9/6-9/12 .....                      | 41                                     | 42                        | 13                            | 3                         | 1                                      | 83                        | 4                         |
| 7/26-29/12 .....                    | 44                                     | 39                        | 13                            | 2                         | 1                                      | 84                        | 4                         |
| 6/28-7/1/12 .....                   | 24                                     | 50                        | 21                            | 3                         | 1                                      | 74                        | 4                         |
| 5/31-6/3/12 .....                   | 28                                     | 49                        | 18                            | 4                         | 1                                      | 77                        | 5                         |
| 4/26-29/12 .....                    | 34                                     | 47                        | 16                            | 2                         | 1                                      | 81                        | 2                         |
| 3/29-4/1/12 .....                   | 39                                     | 47                        | 12                            | 3                         | 0                                      | 85                        | 3                         |
| 3/1-4/12 .....                      | 40                                     | 45                        | 13                            | 1                         | 1                                      | 85                        | 2                         |
| 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                         |
| 9/29-10/2/11 .....                  | 35                                     | 49                        | 13                            | 3                         | 0                                      | 84                        | 3                         |
| 8/25-28/11 .....                    | 38                                     | 45                        | 15                            | 1                         | 1                                      | 83                        | 2                         |
| 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                         |

|                                                               | <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> |
|---------------------------------------------------------------|----------------------------------------|---------------------------|-------------------------------|---------------------------|----------------------------------------|---------------------------|---------------------------|
| Gasoline and fuel prices                                      |                                        |                           |                               |                           |                                        |                           |                           |
| 9/6-9/12 .....                                                | 52                                     | 30                        | 10                            | 7                         | 1                                      | 81                        | 8                         |
| 7/26-29/12 .....                                              | 44                                     | 39                        | 10                            | 5                         | 2                                      | 83                        | 7                         |
| 6/28-7/1/12 .....                                             | 25                                     | 35                        | 16                            | 21                        | 3                                      | 60                        | 24                        |
| 5/31-6/3/12 .....                                             | 38                                     | 34                        | 14                            | 12                        | 2                                      | 72                        | 14                        |
| 4/26-29/12 .....                                              | 47                                     | 33                        | 10                            | 9                         | 1                                      | 80                        | 9                         |
| 3/29-4/1/12 .....                                             | 68                                     | 21                        | 6                             | 3                         | 2                                      | 89                        | 5                         |
| 3/1-4/12 .....                                                | 73                                     | 15                        | 9                             | 2                         | 1                                      | 88                        | 3                         |
| 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                         |
| Consumer electronics (TVs,<br>computers, music players, etc.) |                                        |                           |                               |                           |                                        |                           |                           |
| 9/6-9/12 .....                                                | 14                                     | 37                        | 36                            | 12                        | 1                                      | 51                        | 13                        |
| 7/26-29/12 .....                                              | 16                                     | 42                        | 31                            | 9                         | 2                                      | 58                        | 10                        |
| 6/28-7/1/12 .....                                             | 12                                     | 35                        | 41                            | 12                        | 0                                      | 47                        | 12                        |
| 5/31-6/3/12 .....                                             | 15                                     | 38                        | 34                            | 12                        | 1                                      | 53                        | 13                        |
| 4/26-29/12 .....                                              | 14                                     | 39                        | 33                            | 13                        | 1                                      | 53                        | 14                        |
| 3/29-4/1/12 .....                                             | 16                                     | 39                        | 32                            | 12                        | 1                                      | 55                        | 12                        |
| 3/1-4/12 .....                                                | 13                                     | 42                        | 32                            | 11                        | 1                                      | 56                        | 12                        |
| 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                        |

|                                                          | <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> |
|----------------------------------------------------------|----------------------------------------|---------------------------|-------------------------------|---------------------------|----------------------------------------|---------------------------|---------------------------|
| Durable goods (automobiles, appliances, furniture, etc.) |                                        |                           |                               |                           |                                        |                           |                           |
| 9/6-9/12 .....                                           | 18                                     | 44                        | 31                            | 6                         | --                                     | 62                        | 7                         |
| 7/26-29/12 .....                                         | 19                                     | 46                        | 28                            | 6                         | 1                                      | 65                        | 7                         |
| 6/28-7/1/12 .....                                        | 14                                     | 42                        | 38                            | 6                         | 1                                      | 55                        | 7                         |
| 5/31-6/3/12 .....                                        | 17                                     | 43                        | 34                            | 5                         | 1                                      | 60                        | 5                         |
| 4/26-29/12 .....                                         | 18                                     | 43                        | 35                            | 4                         | --                                     | 61                        | 5                         |
| 3/29-4/1/12 .....                                        | 24                                     | 42                        | 29                            | 4                         | 1                                      | 66                        | 5                         |
| 3/1-4/12 .....                                           | 18                                     | 47                        | 29                            | 4                         | 1                                      | 66                        | 5                         |
| 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> |
|---------------------|-----------------------------|--------------------|----------------------------|----------------------------|------------------------------|-----------------|---------------------|-----------------------------|
| 9/6-9/12 .....      | 5                           | 9                  | 25                         | 26                         | 19                           | 16              | 14                  | 45                          |
| 7/26-29/12 .....    | 7                           | 9                  | 26                         | 24                         | 18                           | 15              | 17                  | 42                          |
| 6/28-7/1/12 .....   | 6                           | 10                 | 22                         | 25                         | 18                           | 18              | 16                  | 43                          |
| 5/31-6/3/12 .....   | 6                           | 9                  | 27                         | 24                         | 17                           | 16              | 15                  | 41                          |
| 4/26-29/12 .....    | 6                           | 10                 | 27                         | 26                         | 15                           | 15              | 16                  | 41                          |
| 3/29-4/1/12 .....   | 5                           | 9                  | 22                         | 26                         | 16                           | 22              | 14                  | 42                          |
| 3/1-4/12 .....      | 5                           | 10                 | 23                         | 26                         | 19                           | 17              | 15                  | 45                          |
| 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 last</u><br><u>year</u> | <u>About the same as</u><br><u>last year</u> | <u>Less than</u><br><u>last year</u> |
|---------------------|--------------------------------------|----------------------------------------------|--------------------------------------|
| 9/6-9/12.....       | 13                                   | 48                                           | 38                                   |
| 7/26-29/12.....     | 13                                   | 46                                           | 41                                   |
| 6/28-7/1/12 .....   | 15                                   | 48                                           | 38                                   |
| 5/31-6/3/12 .....   | 14                                   | 44                                           | 42                                   |
| 4/26-29/12.....     | 12                                   | 47                                           | 42                                   |
| 3/29-4/1/12 .....   | 12                                   | 46                                           | 43                                   |
| 3/1-4/12.....       | 11                                   | 45                                           | 44                                   |
| 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 unchanged</u> |
|--------------------|--------------|----------------|-------------------------|
| 9/6-9/12.....      | 44           | 9              | 47                      |
| 7/26-29/12.....    | 39           | 16             | 45                      |
| 6/28-7/1/12.....   | 36           | 13             | 50                      |
| 5/31-6/3/12.....   | 38           | 12             | 50                      |
| 4/26-29/12.....    | 40           | 12             | 47                      |
| 3/29-4/1/12.....   | 41           | 9              | 50                      |
| 3/1-4/12.....      | 36           | 11             | 53                      |
| 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 unchanged</u> | <u>Don't know</u> |
|-------------------|--------------|----------------|-------------------------|-------------------|
| 9/6-9/12.....     | 56           | 12             | 15                      | 16                |
| 7/26-29/12.....   | 61           | 11             | 13                      | 15                |
| 6/28-7/1/12.....  | 55           | 12             | 17                      | 16                |
| 5/31-6/3/12.....  | 56           | 10             | 15                      | 19                |
| 4/26-29/12.....   | 60           | 11             | 15                      | 14                |
| 3/29-4/1/12.....  | 62           | 10             | 12                      | 17                |
| 3/1-4/12.....     | 61           | 8              | 14                      | 17                |
| 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</u><br><u>stronger</u> | <u>Somewhat</u><br><u>stronger</u> | <u>About the</u><br><u>same</u> | <u>Somewhat</u><br><u>weaker</u> | <u>Much</u><br><u>weaker</u> | <u>Total</u><br><u>stronger</u> | <u>Total</u><br><u>weaker</u> |
|--------------------|--------------------------------|------------------------------------|---------------------------------|----------------------------------|------------------------------|---------------------------------|-------------------------------|
| 9/6-9/12.....      | 6                              | 21                                 | 56                              | 12                               | 5                            | 27                              | 17                            |
| 7/26-29/12.....    | 6                              | 19                                 | 54                              | 17                               | 5                            | 25                              | 22                            |
| 6/28-7/1/12.....   | 7                              | 18                                 | 55                              | 15                               | 5                            | 25                              | 20                            |
| 5/31-6/3/12.....   | 6                              | 17                                 | 57                              | 17                               | 4                            | 23                              | 21                            |
| 4/26-29/12.....    | 6                              | 20                                 | 56                              | 13                               | 5                            | 26                              | 18                            |
| 3/29-4/1/12.....   | 3                              | 17                                 | 60                              | 14                               | 6                            | 20                              | 20                            |
| 3/1-4/12.....      | 4                              | 17                                 | 56                              | 17                               | 5                            | 21                              | 22                            |
| 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> |
|--------------------|--------------------------|------------------------------|---------------------------|----------------------------|------------------------|---------------------------|-------------------------|
| 9/6-9/12.....      | 9                        | 28                           | 47                        | 11                         | 4                      | 37                        | 15                      |
| 7/26-29/12.....    | 9                        | 25                           | 45                        | 14                         | 7                      | 34                        | 21                      |
| 6/28-7/1/12.....   | 11                       | 20                           | 51                        | 13                         | 4                      | 31                        | 17                      |
| 5/31-6/3/12.....   | 9                        | 23                           | 51                        | 13                         | 5                      | 31                        | 18                      |
| 4/26-29/12.....    | 8                        | 25                           | 50                        | 12                         | 5                      | 33                        | 17                      |
| 3/29-4/1/12.....   | 8                        | 24                           | 49                        | 13                         | 6                      | 32                        | 19                      |
| 3/1-4/12.....      | 7                        | 23                           | 51                        | 13                         | 5                      | 30                        | 19                      |
| 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> |
|--------------------|----------------|----------------------|------------------|
| 9/6-9/12.....      | 31             | 47                   | 23               |
| 7/26-29/12.....    | 28             | 43                   | 29               |
| 6/28-7/1/12.....   | 29             | 44                   | 27               |
| 5/31-6/3/12.....   | 28             | 46                   | 27               |
| 4/26-29/12.....    | 29             | 49                   | 22               |
| 3/29-4/1/12.....   | 29             | 46                   | 25               |
| 3/1-4/12.....      | 26             | 45                   | 28               |
| 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. What do you think the impact of the following will be on the stock market?

|                                                                                         | <u>Market will<br/>improve</u> | <u>No impact</u> | <u>Market will get<br/>worse</u> |
|-----------------------------------------------------------------------------------------|--------------------------------|------------------|----------------------------------|
| Barack Obama wins reelection .....                                                      | 30                             | 35               | 36                               |
| Mitt Romney wins the election .....                                                     | 38                             | 31               | 30                               |
| Republicans win control of both the House of<br>Representatives.....                    | 36                             | 34               | 31                               |
| Republicans keep control of the House and Democrats<br>keep control of the Senate ..... | 13                             | 58               | 28                               |

19. What do you think the impact of the following will be on the U.S. economy?

|                                                                                         | <u>Economy will<br/>improve</u> | <u>No impact</u> | <u>Economy will<br/>get worse</u> |
|-----------------------------------------------------------------------------------------|---------------------------------|------------------|-----------------------------------|
| Barack Obama wins reelection .....                                                      | 36                              | 25               | 40                                |
| Mitt Romney wins the election .....                                                     | 34                              | 26               | 40                                |
| Republicans win control of both the House of<br>Representatives.....                    | 31                              | 31               | 38                                |
| Republicans keep control of the House and Democrats<br>keep control of the Senate ..... | 12                              | 54               | 34                                |

20. As you may know, a number of federal tax and fiscal policies are scheduled to expire in 2013. The end of these policies, referred to as a 'fiscal cliff', will result in generally higher tax rates and fewer tax breaks. Which of the following comes closest to your attitude towards the US fiscal cliff?

|                   | <u>I have not been<br/>following it closely</u> | <u>I have been following<br/>it, and I have<br/>reduced spending or<br/>investments as a<br/>consequence</u> | <u>I have been following<br/>it, and it has<br/>worsened my<br/>confidence in the US<br/>recovery</u> | <u>I have been following<br/>it, but it has not<br/>impacted my outlook<br/>or spending</u> |
|-------------------|-------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| 9/6-9/12.....     | 47                                              | 11                                                                                                           | 25                                                                                                    | 17                                                                                          |
| 5/31-6/3/12 ..... | 55                                              | 10                                                                                                           | 23                                                                                                    | 12                                                                                          |

ALL STOCK OWNERS; N~350

|                   | <u>I have not been<br/>following it closely</u> | <u>I have been following<br/>it, and I have<br/>reduced spending or<br/>investments as a<br/>consequence</u> | <u>I have been following<br/>it, and it has<br/>worsened my<br/>confidence in the US<br/>recovery</u> | <u>I have been following<br/>it, but it has not<br/>impacted my outlook<br/>or spending</u> |
|-------------------|-------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| 9/6-9/12.....     | 32                                              | 14                                                                                                           | 32                                                                                                    | 22                                                                                          |
| 5/31-6/3/12 ..... | 44                                              | 11                                                                                                           | 27                                                                                                    | 18                                                                                          |

21. What is the most important factor in governing whether your household tightens its belt?

|                                          |    |
|------------------------------------------|----|
| Employment (i.e. do you have a job)..... | 40 |
| Uncertainty about the economy .....      | 38 |
| Gas prices .....                         | 22 |

- Q. The Federal Reserve is gearing up to engage in a third round of asset purchases (commonly referred to as QE3), to help spur economic output. How do you think your financial situation will be affected should the Fed engage in another round of QE? (July 2012 wording: *The US Federal Reserve recently announced it would continue a program called "Operation Twist" designed to keep long-term interest rates low to promote borrowing while direct Fed policy has kept short-term interest rates low. Which statement would describe how this policy has affected your financial situation?* May 2011 wording: *At the end of June, the US Federal Reserve is scheduled to end its second round of monetary policy, usually referred to as QE2. QE2 was designed to keep long-term interest rates low to promote borrowing while direct Fed policy has kept short-term interest rates low. Which statement would describe how QE2 has affected your financial situation?*)

|                  | <u>It has no impact on<br/>my finances</u> | <u>I have been hurt<br/>because my savings<br/>account earned less<br/>money</u> | <u>I have benefitted, by<br/>borrowing or<br/>refinancing using low<br/>interest rates</u> | <u>I have benefitted<br/>because QE3 caused<br/>the stock market to<br/>rally</u> | <u>None of these</u> |
|------------------|--------------------------------------------|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|----------------------|
| 9/6-9/12.....    | 42                                         | 17                                                                               | 11                                                                                         | 10                                                                                | 19                   |
| 6/28-7/1/12..... | 45                                         | 21                                                                               | 9                                                                                          | 2                                                                                 | 23                   |
| 5/27-30/11.....  | 38                                         | 21                                                                               | 7                                                                                          | 3                                                                                 | 31                   |

## DEMOGRAPHICS

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

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

|     |    |
|-----|----|
| Yes | 37 |
| No  | 63 |

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 | 18 |
| 65+   | 13 |

D2. Are you employed:

|                      |    |
|----------------------|----|
| Employed Full-time   | 40 |
| Employed Part-time   | 9  |
| Self-Employed        | 6  |
| Retired              | 19 |
| Student              | 6  |
| Military             | 1  |
| Homemaker            | 8  |
| Currently unemployed | 12 |
| DK/NS                | 1  |
| <b>Summary</b>       |    |
| Full time            | 43 |
| Part time            | 11 |
| Not Employed         | 27 |
| Retired              | 19 |

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

|                                 |    |
|---------------------------------|----|
| Grade School                    | -- |
| Some High School                | 3  |
| Graduated High School           | 29 |
| Some College                    | 26 |
| Graduated from college - 2 year | 10 |
| Graduated from college - 4 year | 21 |
| Post Graduate Degree            | 12 |
| <b>Summary (NET)</b>            |    |
| No college degree               | 67 |
| College degree                  | 33 |

D4. Are you currently married?

|                       |    |
|-----------------------|----|
| Single                | 24 |
| Domestic Partnership  | 7  |
| Married               | 53 |
| Widowed               | 4  |
| Divorced or separated | 12 |
| <b>Summary</b>        |    |
| Married               | 53 |
| Other                 | 47 |

- D6a. How many children under 6 years are currently living in your household?  
D6b. How many children ages 6 to 12 are currently living in your household?  
D6c. How many children ages 13 to 17 are currently living in your household?

|                   |    |
|-------------------|----|
| Under 6 only      | 6  |
| 6-12 Only         | 7  |
| 13-17 Only        | 6  |
| Under 6 and 6-12  | 3  |
| Under 6 and 13-17 | 1  |
| 6-12 and 13-17    | 4  |
| All 3             | 1  |
| 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  |
| <b>Summary</b>                                 |    |
| White                                          | 67 |
| Other                                          | 33 |

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

|                            |    |
|----------------------------|----|
| Under \$15K                | 8  |
| \$15K to less than \$20K   | 5  |
| \$20K to less than \$25K   | 6  |
| \$25K to less than \$30K   | 6  |
| \$30K to less than \$40K   | 9  |
| \$40K to less than \$50K   | 9  |
| \$50K to less than \$75K   | 28 |
| \$75K to less than \$100K  | 13 |
| \$100K to less than \$150K | 10 |
| \$150K or more             | 5  |
| <b>Summary</b>             |    |
| Under \$25K                | 19 |
| \$25K - \$49K              | 25 |
| \$50K - \$99K              | 41 |
| \$100K +                   | 15 |

**REGION:**

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

**METROPOLITAN STATUS:**

|                                  |    |
|----------------------------------|----|
| 10,000-99,999                    | 4  |
| 100,000-249,999                  | 9  |
| 250,000-499,999                  | 8  |
| 500,000-999,999                  | 7  |
| 1,000,000-2,499,999              | 15 |
| 2,500,000-4,999,999              | 15 |
| 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   | 49 |
| Female | 51 |