



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

These are findings of an Ipsos online poll conducted August 30-September 3, 2013. For this survey, a national sample of 1,008 adults from Ipsos' U.S. online panel was interviewed online. Weighting then was employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. Statistical margins of error are not applicable to online polls because they are based on samples drawn from opt-in online panels, not on random samples that mirror the population within a statistical probability ratio. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

NOTE: all results shown are percentages unless otherwise labeled.

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

	<u>Right direction</u>	<u>Wrong track</u>
8/30-9/3/13	38	62
7/26-29/13	41	59
6/27-28/13	42	58
5/31-6/03/13	42	58
4/26-4/30/13	39	61
3/28-4/1/13.....	41	59
2/28-3/3/13.....	32	68
1/24-27/13	45	55
1/7-1/9/13.....	41	59
11/29-12/2/12.....	43	57
10/25-28/12	45	55
9/27-10/1/12.....	40	60
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> <u>comfortable</u>	<u>Less</u> <u>comfortable</u>	<u>No</u> <u>change</u>	<u>Not</u> <u>sure</u>
8/30-9/3/13.....	14	35	48	3
7/26-29/13.....	18	39	39	4
6/27-28/13.....	19	38	39	5
5/31-6/03/13.....	19	35	40	5
4/26-4/30/13.....	16	38	43	3
3/28-4/1/13.....	20	39	37	4
2/28-3/3/13.....	13	42	40	4
1/24-27/13.....	19	35	40	6
1/7-1/9/13.....	15	41	40	4
11/29-12/2/12.....	14	42	40	3
10/25-28/12.....	15	41	39	5
9/27-10/1/12.....	16	42	37	4
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> <u>comfortable</u>	<u>Less</u> <u>comfortable</u>	<u>No</u> <u>change</u>	<u>Not</u> <u>sure</u>
8/30-9/3/13.....	20	27	50	3
7/26-29/13.....	23	28	45	4
6/27-28/13.....	25	29	42	4
5/31-6/03/13.....	27	28	41	4
4/26-4/30/13.....	24	27	46	3
3/28-4/1/13.....	29	29	40	2
2/28-3/3/13.....	17	34	46	3
1/24-27/13.....	25	28	42	5
1/7-1/9/13.....	21	31	45	3
11/29-12/2/12.....	21	31	45	3
10/25-28/12.....	24	28	45	3
9/27-10/1/12.....	25	31	42	2
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 confident</u>	<u>Less confident</u>	<u>No change</u>	<u>Not sure</u>
8/30-9/3/13.....	15	32	49	4
7/26-29/13.....	17	35	42	5
6/27-28/13.....	18	34	42	6
5/31-6/03/13.....	19	35	41	5
4/26-4/30/13.....	18	38	40	4
3/28-4/1/13.....	19	34	42	5
2/28-3/3/13.....	13	41	42	4
1/24-27/13.....	21	35	38	5
1/7-1/9/13.....	17	39	40	3
11/29-12/2/12.....	18	39	39	4
10/25-28/12.....	18	37	39	5
9/27-10/1/12.....	18	37	42	2
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 confident</u>	<u>Less confident</u>	<u>No change</u>	<u>Not sure</u>
8/30-9/3/13.....	14	37	44	4
7/26-29/13	17	39	39	5
6/27-28/13	19	38	36	7
5/30-6/03/13.....	20	39	36	5
4/26-4/30/13.....	19	39	39	3
3/28-4/1/13.....	21	37	38	4
2/28-3/3/13.....	15	42	39	4
1/24-27/13	20	39	36	5
1/7-1/9/13.....	17	43	36	4
11/29-12/2/12.....	16	44	35	5
10/25-28/12	18	40	37	5
9/27-10/1/12.....	18	42	35	4
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>
8/30-9/3/13.....	29	71
7/26-29/13.....	36	64
6/27-28/13.....	34	66
5/31-6/03/13.....	32	68
4/26-30/13.....	33	67
3/28-4/1/13.....	35	65
2/28-3/3/13.....	32	68
1/24-27/13.....	39	61
1/7-1/9/13.....	34	66
11/29-12/2/12.....	36	64
10/25-28/12.....	35	65
9/27-10/1/12.....	32	68
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>
8/30-9/3/13.....	24	76
7/26-29/13.....	29	71
6/27-28/13.....	26	74
5/31-6/03/13.....	29	71
4/26-30/13.....	26	74
3/28-4/1/13.....	24	76
2/28-3/3/13.....	29	71
1/24-27/13.....	25	75
1/7-1/9/13.....	27	73
11/29-12/2/12.....	31	69
10/25-28/12.....	28	72
9/27-10/1/12.....	28	72
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 (T2B)</u>	<u>Mid (M2B)</u>	<u>Weak (B3B)</u>
8/30-9/3/13	4	7	23	32	17	10	8	10	54	35
7/26-29/13	4	8	23	28	18	10	9	12	51	37
6/27-28/13	6	8	24	27	16	12	8	13	51	36
5/31-6/03/13	2	7	24	31	21	9	5	10	55	35
4/26-30/13	3	7	23	28	21	9	9	10	51	39
3/28-4/1/13	4	6	23	31	16	12	8	10	54	37
2/28-3/3/13	2	6	23	29	19	11	10	8	52	40
1/24-27/13	4	5	23	27	22	11	8	9	50	41
1/7-1/9/13	2	8	21	24	22	14	8	10	46	44
11/29-12/2/12	2	5	19	29	21	14	10	8	48	45
10/25-28/12	2	6	20	27	20	15	11	7	47	45
9/27-10/1/12	2	4	20	26	23	13	11	6	46	48
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 (T2B)</u>	<u>Mid (M3B)</u>	<u>Weak (B3B)</u>
8/30-9/3/13	4	13	23	28	14	10	9	17	51	32
7/26-29/13	6	11	26	23	15	8	12	16	49	35
6/27-28/13	8	11	21	24	15	9	10	19	46	35
5/31-6/03/13	5	12	24	25	17	9	8	17	49	34
4/26-30/13	5	11	24	27	15	10	8	16	51	33
3/28-4/1/13	5	12	26	26	13	10	8	17	52	31
2/28-3/3/13	5	11	22	25	17	10	10	16	47	37
1/24-27/13	6	11	20	24	16	12	12	17	43	40
1/7-1/9/13	4	13	19	27	16	11	10	17	46	37
11/29-12/2/12	3	7	19	28	18	13	11	11	47	42
10/25-28/12	3	10	19	23	17	14	14	13	42	44
9/27-10/1/12	3	8	19	28	17	11	13	11	47	42
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>
8/30-9/3/13	18	30	52
7/26-29/13	23	27	50
6/27-28/13	22	29	48
5/31-6/03/13	23	27	50
4/26-30/13	24	27	49
3/28-4/1/13	23	26	51
2/28-3/3/13	19	30	51
1/24-27/13	24	27	49
1/7-1/9/13	20	33	47
11/29-12/2/12	15	38	47
10/25-28/12	14	36	50
9/27-10/1/12	16	34	50
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>
8/30-9/3/13	33	33	34
7/26-29/13	31	35	34
6/27-28/13	32	35	33
5/31-6/03/13	37	34	30
4/26-30/13	33	34	33
3/28-4/1/13	34	35	31
2/28-3/3/13	32	36	31
1/24-27/13	32	33	35
1/7-1/9/13	30	38	32
11/29-12/2/12	27	43	30
10/25-28/12	30	40	31
9/27-10/1/12	35	39	26
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 increase in price</u>	<u>Minor increase</u>	<u>No change in price</u>	<u>Minor decrease</u>	<u>Major decrease in price</u>	<u>Total increase</u>	<u>Total decrease</u>
Homes for sale in your neighborhood							
8/30-9/3/13.....	14	41	31	12	2	55	13
7/26-29/13	18	39	32	9	2	57	11
6/27-28/13	20	36	30	11	3	56	14
5/31-6/03/13.....	17	42	29	12	1	58	13
4/26-30/13	13	38	34	11	3	51	14
3/28-4/1/13.....	16	38	31	12	3	54	15
2/28-3/3/13.....	12	37	36	12	3	49	15
1/24-27/13	12	35	37	14	3	46	17
1/7-1/9/13.....	11	34	39	13	3	46	15
11/29-12/2/12.....	12	32	36	15	4	45	20
10/25-28/12	10	34	35	17	4	44	21
9/27-10/1/12.....	9	32	37	17	4	41	22
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

	<u>Major</u> <u>increase in</u> <u>price</u>	<u>Minor</u> <u>increase</u>	<u>No change</u> <u>in price</u>	<u>Minor</u> <u>decrease</u>	<u>Major</u> <u>decrease in</u> <u>price</u>	<u>Total</u> <u>increase</u>	<u>Total</u> <u>decrease</u>
Food and groceries							
8/30-9/3/13.....	30	50	17	1	*	81	2
7/26-29/13.....	31	46	19	2	1	77	4
6/27-28/13.....	32	46	18	2	1	78	3
5/31-6/03/13.....	29	51	16	3	1	80	3
4/26-30/13.....	30	49	18	2	*	79	3
3/28-4/1/13.....	32	47	17	2	1	80	3
2/28-3/3/13.....	41	44	13	2	*	85	2
1/24-27/13.....	33	46	18	3	1	79	4
1/7-1/9/13.....	39	44	13	3	1	83	4
11/29-12/2/12.....	33	48	16	3	1	80	4
10/25-28/12.....	35	43	17	4	1	78	5
9/27-10/1/12.....	39	45	14	2	1	84	2
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</u> <u>increase in</u> <u>price</u>	<u>Minor</u> <u>increase</u>	<u>No change</u> <u>in price</u>	<u>Minor</u> <u>decrease</u>	<u>Major</u> <u>decrease in</u> <u>price</u>	<u>Total</u> <u>increase</u>	<u>Total</u> <u>decrease</u>
Gasoline and fuel prices							
8/30-9/3/13.....	41	41	13	5	1	82	5
7/26-29/13.....	46	35	14	3	2	81	4
6/27-28/13.....	40	36	17	6	1	77	7
5/31-6/03/13.....	37	43	13	6	1	80	7
4/26-30/13.....	36	39	15	10	1	75	10
3/28-4/1/13.....	40	40	12	7	1	80	8
2/28-3/3/13.....	57	28	10	4	1	85	5
1/24-27/13.....	34	42	14	8	1	76	9
1/7-1/9/13.....	34	42	15	8	1	76	9
11/29-12/2/12.....	37	38	15	9	1	75	10
10/25-28/12.....	36	35	12	15	2	71	17
9/27-10/1/12.....	44	37	12	8	--	81	8
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

	<u>Major</u> <u>increase in</u> <u>price</u>	<u>Minor</u> <u>increase</u>	<u>No change</u> <u>in price</u>	<u>Minor</u> <u>decrease</u>	<u>Major</u> <u>decrease in</u> <u>price</u>	<u>Total</u> <u>increase</u>	<u>Total</u> <u>decrease</u>
Consumer electronics (TVs, computers, music players, etc.)							
8/30-9/3/13.....	15	42	34	9	1	56	9
7/26-29/13.....	14	37	36	10	2	51	12
6/27-28/13.....	19	36	36	8	1	55	9
5/31-6/03/13.....	12	42	35	11	*	54	12
4/26-30/13.....	16	37	35	10	2	54	11
3/28-4/1/13.....	14	41	35	10	1	54	11
2/28-3/3/13.....	14	40	35	10	*	55	11
1/24-27/13.....	14	37	34	14	1	51	15
1/7-1/9/13.....	14	38	34	12	1	53	13
11/29-12/2/12.....	17	36	32	14	1	53	15
10/25-28/12.....	14	39	33	12	1	53	13
9/27-10/1/12.....	13	41	33	11	1	54	12
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</u> <u>increase in</u> <u>price</u>	<u>Minor</u> <u>increase</u>	<u>No change</u> <u>in price</u>	<u>Minor</u> <u>decrease</u>	<u>Major</u> <u>decrease in</u> <u>price</u>	<u>Total</u> <u>increase</u>	<u>Total</u> <u>decrease</u>
Durable goods (automobiles, appliances, furniture, etc.)							
8/30-9/3/13.....	18	48	31	3	*	66	3
7/26-29/13.....	18	43	33	4	2	61	6
6/27-28/13.....	20	41	33	4	2	61	6
5/31-6/03/13.....	16	45	33	6	*	61	6
4/26-30/13.....	19	44	31	6	1	62	7
3/28-4/1/13.....	16	47	31	5	1	63	6
2/28-3/3/13.....	20	47	29	4	*	67	4
1/24-27/13.....	16	48	30	5	1	63	6
1/7-1/9/13.....	18	46	31	5	--	64	5
11/29-12/2/12.....	19	43	30	7	1	62	8
10/25-28/12.....	17	42	35	5	1	60	5
9/27-10/1/12.....	17	46	31	6	1	63	6
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</u> <u>likely</u>	<u>Very likely</u>	<u>Somewhat</u> <u>likely</u>	<u>Not very</u> <u>likely</u>	<u>Not at all</u> <u>likely</u>	<u>Not sure</u>	<u>Total likely</u>	<u>Total not</u> <u>likely</u>
8/30-9/3/13.....	5	7	24	29	19	16	12	48
7/26-29/13.....	7	10	22	25	18	19	16	43
6/27-28/13.....	9	8	19	28	19	18	17	46
5/31-6/03/13.....	5	8	22	32	16	17	13	48
4/26-30/13.....	6	10	20	28	20	17	16	48
3/28-4/1/13.....	5	7	25	26	21	16	12	46
2/28-3/3/13.....	7	10	26	21	19	17	17	40
1/24-27/13.....	8	10	20	27	17	18	18	44
1/7-1/9/13.....	6	8	23	28	17	19	14	44
11/29-12/2/12.....	6	10	23	28	16	16	16	44
10/25-28/12.....	6	9	24	28	17	17	15	45
9/27-10/1/12.....	5	9	21	28	16	20	14	44
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 ...

	More than last year	About the same as last year	Less than last year
8/30-9/3/13	13	55	32
7/26-29/13.....	15	50	35
6/27-28/13.....	17	52	31
5/31-6/03/13	15	55	30
4/26-30/13.....	15	55	30
3/28-4/1/13	15	53	32
2/28-3/3/13	13	50	37
1/24-27/13.....	16	47	37
1/7-1/9/13	13	47	39
11/29-12/2/12	12	46	42
10/25-28/12.....	15	47	37
9/27-10/1/12	14	46	40
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>
8/30-9/3/13	57	9	35
7/26-29/13.....	57	8	36
6/27-28/13.....	61	8	32
5/31-6/03/13	49	8	43
4/26-30/13.....	42	9	48
3/28-4/1/13	39	11	51
2/28-3/3/13	41	7	52
1/24-27/13.....	43	11	46
1/7-1/9/13	41	11	48
11/29-12/2/12	41	10	48
10/25-28/12.....	38	13	49
9/27-10/1/12	38	13	49
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>
8/30-9/3/13	59	10	17	14
7/26-29/13	61	9	15	14
6/27-28/13	62	6	16	16
5/31-6/03/13	61	10	14	15
4/26-30/13	60	10	16	14
3/28-4/1/13	58	11	16	15
2/28-3/3/13	61	8	14	17
1/24-27/13	61	10	15	14
1/7-1/9/13	60	12	15	13
11/29-12/2/12	60	11	13	15
10/25-28/12	53	14	15	18
9/27-10/1/12	55	15	13	18
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> <u>stronger</u>	<u>Somewhat</u> <u>stronger</u>	<u>About the</u> <u>same</u>	<u>Somewhat</u> <u>weaker</u>	<u>Much</u> <u>weaker</u>	<u>Total</u> <u>stronger</u>	<u>Total</u> <u>weaker</u>
8/30-9/3/13	4	19	62	12	4	23	15
7/26-29/13.....	7	17	58	12	6	24	18
6/27-28/13.....	7	21	54	14	4	28	18
5/31-6/03/13	5	22	59	11	2	27	13
4/26-30/13.....	5	20	57	13	5	25	18
3/28-4/1/13	6	20	59	11	4	26	14
2/28-3/3/13	5	18	54	18	5	23	23
1/24-27/13.....	7	21	53	14	5	28	20
1/7-1/9/13	5	18	55	16	5	23	21
11/29-12/2/12	5	18	53	17	7	23	24
10/25-28/12.....	5	22	57	12	4	27	17
9/27-10/1/12	5	18	58	14	5	23	18
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 financial situation to be...

	<u>Much</u> <u>stronger</u>	<u>Somewhat</u> <u>stronger</u>	<u>About the</u> <u>same</u>	<u>Somewhat</u> <u>weaker</u>	<u>Much</u> <u>weaker</u>	<u>Total</u> <u>stronger</u>	<u>Total</u> <u>weaker</u>
8/30-9/3/13	8	24	52	14	3	32	17
7/26-29/13.....	11	22	50	11	6	32	17
6/27-28/13.....	10	23	49	13	4	34	17
5/31-6/03/13	7	27	50	13	3	33	17
4/26-30/13.....	10	24	48	12	5	34	17
3/28-4/1/13	8	25	51	11	5	33	16
2/28-3/3/13	7	22	52	14	5	29	18
1/24-27/13.....	10	27	47	12	5	36	17
1/7-1/9/13	6	22	50	16	6	28	22
11/29-12/2/12	6	26	46	16	6	32	22
10/25-28/12.....	9	25	49	12	5	34	17
9/27-10/1/12	7	25	50	13	5	32	18
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>
8/30-9/3/13	29	47	24
7/26-29/13.....	25	49	26
6/27-28/13.....	33	44	23
5/31-6/03/13	29	48	22
4/26-30/13.....	30	46	25
3/28-4/1/13	32	46	23
2/28-3/3/13	26	42	32
1/24-27/13.....	32	42	27
1/7-1/9/13.....	27	45	29
11/29-12/2/12	28	42	30
10/25-28/12.....	36	43	21
9/27-10/1/12	31	45	24
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. Compared to this time last year, do you think it has gotten easier to find a job, gotten harder or is about the same?

	April 2011	September 2013
Significantly easier to find a job	3	1
Somewhat easier.....	11	16
About the same	37	43
Somewhat harder.....	29	24
Significantly harder to find a job	20	16
TOTAL Easier	14	18
TOTAL Harder	49	40

19. Please indicate how the current economy and your personal finances has affected your plans for 'back to school' shopping this year compared to last year?

	Spend More	Spend less	Spend same	No plans
All adults				
8/30-9/3/13	9	18	23	50
7/26-29/12.....	9	22	23	46
7/28-31/11.....	4	24	20	52
7/29-8/1/10	6	24	20	50
Parents				
8/30-9/3/13	20	33	36	11
7/26-29/12.....	18	33	40	9
7/28-31/11.....	9	40	30	21
7/29-8/1/10	9	41	29	21

20. Compared to last year, do you now feel your home is worth more, less, or the same amount? If you do not own a home, please select response "I do not own a home".

	July 2013	September 2013
Worth more	23	23
Worth less.....	17	17
Worth the same amount.....	27	28
I do not own a home.....	27	27
Unsure	6	5

- 20b. And how is your home being worth more affecting your spending? (Asked of all those who say 'worth more', n=239)

I am spending more.....	8
I have not made changes to my spending	62
I am still curbing spending and/or cutting back on spending.....	29
Unsure	*

21. Federal Reserve Chairman Ben Bernanke recently said that the sharp increase in interest rates is due to the economy improving. To what extent do you agree or disagree with this assessment?

Strongly agree.....	4
Tend to agree	20
Neither agree nor disagree	26
Tend to disagree.....	24
Strongly disagree	15
Don't know	12
TOTAL AGREE.....	23
TOTAL DISAGREE	39

22. How has the sharp increase in interest rates over the last two months affected you?

It has had no impact on my finances or spending plans	51
I have benefitted because my savings account earned more money ..	9
I have been hurt because of the higher rate of borrowing or refinancing	14
None of these	26

DEMOGRAPHICS

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

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

Yes	42
No	58

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	19
65+	12

D2. Are you employed:

Employed Full-time	42
Employed Part-time	10
Self-Employed	6
Retired	15
Student	5
Military	*
Homemaker	11
Currently unemployed	10
DK/NS	*
Summary	
Full time	44
Part time	14
Not Employed	27
Retired	15

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

Grade School	1
Some High School	3
Graduated High School	29
Some College	26
Graduated from college - 2 year	11
Graduated from college - 4 year	20
Post Graduate Degree	10
Summary (NET)	
No college degree	69
College degree	31

D4. Are you currently married?

Single	21
Domestic Partnership	7
Married	60
Widowed	3
Divorced or separated	8
Summary	
Married	60
Other	40

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

Under 6 only	7
6-12 Only	6
13-17 Only	7
Under 6 and 6-12	4
Under 6 and 13-17	1
6-12 and 13-17	4
All 3	*
None Under 18	71
Summary	
With Kids	29
No Kids	71

- 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
Summary	
White	67
Other	33

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

Under \$15K	6
\$15K to less than \$20K	3
\$20K to less than \$25K	3
\$25K to less than \$30K	5
\$30K to less than \$40K	10
\$40K to less than \$50K	10
\$50K to less than \$75K	28
\$75K to less than \$100K	12
\$100K to less than \$150K	17
\$150K or more	7
Summary	
Under \$25K	12
\$25K - \$49K	25
\$50K - \$99K	40
\$100K +	24

REGION:

Northeast	19
Midwest	22
South	37
West	23

METROPOLITAN STATUS:

10,000-99,999	1
100,000-249,999	7
250,000-499,999	12
500,000-999,999	9
1,000,000-2,499,999	14
2,500,000-4,999,999	16
5,000,000 +	25
Non CBSA	16
Summary	
Less than 1 million	28
1 million to less than 5 million	30
5 million or more	25
NON-CBSA (rural)	16

GENDER:

Male	49
Female	51

Please select all of the responses below that apply to you: *(Base: asked of those who are full or part-time employed, or self-employed full or part-time=578)*

	ALL	WOMEN	MEN
My job is a "white collar" job	48	50	47
My job is a "blue collar" job	27	20	33
I manage at least one person but fewer than ten in my job.....	17	13	20
I manage ten or more people in my job	8	6	10
Some or all of my job involves budgeting and/or finance	13	17	10
Some or all of my job involves making management decisions	16	15	17
None of these.....	15	20	11