Ipsos Public Affairs

2020 K Street NW, Suite 410
Washington, DC 20006
(202) 463-7300

Interview dates: February 27-28, 2014
Interviews: 1,035 adults

RBC Consumer Outlook Index Survey
CONDUCTED BY IPSOS PUBLIC AFFAIRS

These are findings of an Ipsos online poll conducted February 27-28, 2014. *For this survey, a national sample of 1,035 adults from Ipsos' U.S. online panel was interviewed online. Weighting then was employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. Statistical margins of error are not applicable to online polls because they are based on samples drawn from opt-in online panels, not on random samples that mirror the population within a statistical probability ratio. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

NOTE: all results shown are percentages unless otherwise labeled.

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

	Right direction	Wrong track
2/27-28/14	39	61
1/30-2/2/14	37	63
1/2-6/14	39	61
12/2-3/13	36	64
10/24-25/13	32	68
9/26-27/13	38	62
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

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

	More comfortable	Less comfortable	No change	Not sure
2/27-28/14	14	33	49	3
1/30-2/2/14	16	36	45	3
1/2-6/14	16	34	47	4
12/2-3/13	11	41	45	4
10/24-25/13	10	44	42	4
9/26-27/13	14	39	44	4
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

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

	More comfortable	Less comfortable	No change	Not sure
2/27-28/14	21	24	52	1
1/30-2/2/14	22	27	49	2
1/2-6/14	19	26	53	2
12/2-3/13	16	30	51	2
10/24-25/13	14	36	47	3
9/26-27/13	20	28	48	3
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

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?

	More confident	Less confident	No change	Not sure
2/27-28/14	15	33	49	3
1/30-2/2/14	16	34	45	4
1/2-6/14	17	31	48	3
12/2-3/13	14	37	45	4
10/24-25/13	10	43	41	5
9/26-27/13	16	36	44	4
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

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?

	More confident	Less confident	No change	Not sure
2/27-28/14	16	36	45	3
1/30-2/2/14	16	40	40	4
1/2-6/14	18	35	43	3
12/2-3/13	14	39	42	4
10/24-25/13	11	41	41	6
9/26-27/13	17	39	38	7
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

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

	Yes	No
2/27-28/14	24	76
1/30-2/2/14	31	69
1/2-6/14	25	75
12/2-3/13	27	73
10/24-25/13	31	69
9/26-27/13	28	72
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

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

	Yes	No
2/27-28/14	22	78
1/30-2/2/14	24	76
1/2-6/14	25	75
12/2-3/13	26	74
10/24-25/13	25	75
9/26-27/13	23	77
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

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

	7	6	5	4	3	2	1	Strong (T2B)	Mid (M2B)	Weak (B3B)
2/27-28/14....................	1	6	24	30	20	10	7	8	55	37
1/30-2/2/14	2	10	22	29	18	11	8	12	51	37
1/2-6/14........................	4	6	23	29	19	10	9	10	53	38
12/2-3/13......................	2	7	22	32	20	10	8	9	54	38
10/24-25/13..................	3	8	22	27	19	12	10	11	50	40
9/26-27/13....................	3	8	23	30	17	9	10	11	53	36
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

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

	7	6	5	4	3	2	1	Strong (T2B)	Mid (M3B)	Weak (B3B)
2/27-28/14	5	10	26	29	12	11	8	15	55	30
1/30-2/2/14	5	13	21	27	14	10	9	18	48	33
1/2-6/14	5	11	22	27	14	10	11	16	49	35
12/2-3/13	3	12	24	27	17	9	9	15	51	34
10/24-25/13	5	11	20	25	15	12	12	16	45	38
9/26-27/13	5	13	22	23	15	11	11	18	46	36
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

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

	Good time	Bad time	Not sure
2/27-28/14	24	24	52
1/30-2/2/14	21	27	51
1/2-6/14	22	26	52
12/2-3/13	25	27	49
10/24-25/13	22	31	46
9/26-27/13	22	27	51
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

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

	Yes	No	Not sure
2/27-28/14	30	32	38
1/30-2/2/14	29	33	38
1/2-6/14	25	35	40
12/2-3/13	32	34	34
10/24-25/13	28	39	34
9/26-27/13	30	34	36
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

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

Homes for sale in your neighborhood	Major increase in price	Minor increase	No change in price	Minor decrease	Major decrease in price	Total increase	Total decrease
2/27-28/14	11	40	39	9	2	50	11
1/30-2/2/14	9	45	34	8	3	55	11
1/2-6/14	10	40	39	9	2	50	11
12/2-3/13	12	43	33	9	3	55	12
10/24-25/13	15	39	32	11	2	54	14
9/26-27/13	16	39	34	9	2	55	12
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

Food and groceries	Major increase in price	Minor increase	No change in price	Minor decrease	Major decrease in price	Total increase	Total decrease
2/27-28/14	32	46	20	3	*	78	3
1/30-2/2/14	29	48	20	3	*	78	3
1/2-6/14	24	51	21	2	1	76	3
12/2-3/13	24	53	20	2	1	77	2
10/24-28/13	26	48	22	3	*	75	3
9/26-27/13	26	50	19	3	2	76	5
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

Gasoline and fuel prices	Major increase in price	Minor increase	No change in price	Minor decrease	Major decrease in price	Total increase	Total decrease
2/27-28/14	35	43	18	3	*	79	3
1/30-2/2/14	28	44	21	6	*	72	7
1/2-6/14	25	48	18	8	2	72	10
12/2-3/13	23	46	20	11	1	68	11
10/24-25/13	28	40	20	11	2	67	12
9/26-27/13	30	41	19	10	1	70	11
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

Consumer electronics (TVs, computers, music players, etc.)	Major increase in price	Minor increase	No change in price	Minor decrease	Major decrease in price	Total increase	Total decrease
2/27-28/14	10	40	39	10	*	50	10
1/30-2/2/14	11	36	38	14	*	47	15
1/2-6/14	9	43	36	12	1	52	12
12/2-3/13	10	37	39	13	1	47	14
10/24-25/13	13	39	36	12	1	52	13
9/26-27/13	14	37	34	13	1	51	15
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

Durable goods (automobiles, appliances, furniture, etc.)	Major increase in price	Minor increase	No change in price	Minor decrease	Major decrease in price	Total increase	Total decrease
2/27-28/14	14	47	35	3	*	61	4
1/30-2/2/14	13	44	37	5	*	57	6
1/2-6/14	13	45	36	5	1	58	6
12/2-3/13	12	49	34	4	1	61	5
10/24-25/13	17	45	34	4	*	62	4
9/26-27/13	16	45	33	6	1	61	7
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

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

	Extremely likely	Very likely	Somewhat likely	Not very likely	Not at all likely	Not sure	Total likely	Total not likely
2/27-28/14	4	6	19	28	23	20	10	51
1/30-2/2/14.............	5	10	21	27	19	18	16	46
1/2-6/14	5	5	20	29	21	21	10	50
12/2-2/13	4	6	22	33	19	17	10	52
10/24-25/13	6	7	24	25	20	19	13	45
9/26-27/13	4	7	20	26	23	20	11	49
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

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

	More than last year	About the same as last year	Less than last year
2/27-28/14	12	53	35
1/30-2/2/14	14	55	31
1/2-6/13	13	54	33
12/2-3/13	11	57	32
10/24-25/13	11	53	36
9/26-27/13	12	54	33
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

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

	Go up	Go down	Remain unchanged
2/27-28/14	50	9	41
1/30-2/2/14	50	8	42
1/2-6/13	54	7	38
12/2-3/13	51	7	41
10/24-25/13	54	10	36
9/26-27/13	54	8	38
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

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

	Go up	Go down	Remain unchanged	Don't know
2/27-28/14	61	9	15	16
1/30-2/2/14	62	7	16	15
1/2-6/14	61	7	15	18
12/2-3/13	62	7	17	14
10/24-25/13	64	7	15	15
9/26-27/13	58	10	17	15
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

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

	Much stronger	Somewhat stronger	About the same	Somewhat weaker	Much weaker	Total stronger	Total weaker
2/27-28/14............	2	18	64	13	4	20	17
1/30-2/2/14	6	18	58	13	5	24	18
1/2-6/14................	4	17	63	13	4	21	17
12/2-3/13..............	3	18	63	13	4	21	17
10/24-25/13...........	4	18	57	15	5	22	21
9/26-27/13............	4	22	55	14	5	26	19
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

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

	Much stronger	Somewhat stronger	About the same	Somewhat weaker	Much weaker	Total stronger	Total weaker
2/27-28/14............	8	22	53	13	4	30	17
1/30-2/2/14	7	26	49	12	5	33	17
1/2-6/14................	7	23	53	12	4	30	17
12/2-3/13..............	4	25	52	14	4	29	19
10/24-25/13...........	8	24	47	15	6	32	21
9/26-27/13............	7	24	49	13	6	32	20
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

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

	Improve	Stay the same	Get worse
2/27-28/14	27	50	23
1/30-2/2/14	28	47	24
1/2-6/14	31	46	23
12/2-3/13	28	47	25
10/24-25/13	26	45	29
9/26-27/13	27	47	26
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

CUSTOM QUESTIONS

18. This year has brought some of the harshest and volatile winter conditions in some time. Excluding any impact on your utility bills, has the weather impacted your spending patterns in any way?

Yes, I have spent MUCH more than I otherwise would have	10
Yes, I have spent more than I otherwise would have	17
Yes, I have spent less than I otherwise would have	14
Yes, I have spent MUCH less than I otherwise would have	5
My spending habits have not changed due to the weather	56

[ANYONE WHO SPENT MORE AT Q18, n=256]

19. You said earlier that you have spent "more" this year due to the volatile weather. In which of the following categories below, have you made this change?

Automobiles	26
Furniture	7
Electronics	16
Appliances	12
Health and personal care	26
Clothing	34
Sporting goods	8
Online shopping	16
Restaurants/Bars	19
Entertainment	11
Home improvement	22
Other	29
None of these	12

[ANYONE WHO SPENT LESS AT Q18, n=199]

19. You said earlier that you have spent "less" this year due to the volatile weather. In which of the following categories below, have you made this change?

Automobiles	13
Furniture	14
Electronics	23
Appliances	17
Health and personal care	25
Clothing	64
Sporting goods	15
Online shopping	29
Restaurants/Bars	58
Entertainment	59
Home improvement	29
Other	17
None of these	10

20. Recently Congress came to an agreement that suspends the debt ceiling through March of 2015, removing the risk of a contentious fight on this topic this year. How has this impacted you?

It has made me more confident about the US economy	12
It has made me more confident about my financial future	10
It has had no impact on my outlook whatsoever	49
I have not been following this issue	31

21. Compared with last year, are your heating bills for this winter higher than last year, lower than last year, or about the same?

Higher than last year	57
Lower than last year	10
About the same	33

[If HIGHER at Q21, n =623]

22. You mentioned that your heating bills had gone up, in comparison with last year. Has this affected your spending in other areas?

Yes, I now spend less on other household items, like food, supplies, or other household staples	42
Yes, I now spend less on other utilities	9
Yes, I now spend more on other household items, like food, supplies, or other household staples	10
Yes, I now spend more on other utilities	12
My spending has not been affected by the increase in heating bills	37

DEMOGRAPHICS

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

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

Yes	40
No	60

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	35
55-64	24
65+	10

D2. Are you employed:

Employed Full-time	38
Employed Part-time	12
Self-Employed	9
Retired	16
Student	4
Military	*
Homemaker	9
Currently unemployed	11
DK/NS	1
Summary	
Full time	45
Part time	15
Not Employed	24
Retired	16

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

Grade School	*
Some High School	1
Graduated High School	21
Some College	25
Graduated from college - 2 year	10
Graduated from college - 4 year	26
Post Graduate Degree	17
Summary (NET)	
No college degree	57
College degree	43

D4. Are you currently married?

Single	26
Domestic Partnership	7
Married	54
Widowed	3
Divorced or separated	10
Summary	
Married	54
Other	46

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	4
6-12 Only	4
13-17 Only	9
Under 6 and 6-12	2
Under 6 and 13-17	*
6-12 and 13-17	3
All 3	1
None Under 18	76
Summary	
With Kids	24
No Kids	76

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	15
White	66
Black	11
Asian/Native American/Other/Refused race (Net)	7
Summary	
White	66
Other	34

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

Under $15K	10
$15K to less than $20K	3
$20K to less than $25K	4
$25K to less than $30K	4
$30K to less than $40K	8
$40K to less than $50K	8
$50K to less than $75K	21
$75K to less than $100K	19
$100K to less than $150K	16
$150K or more	7
Summary	
Under $25K	17
$25K - $49K	20
$50K - $99K	40
$100K +	23

REGION:

Northeast	18
Midwest	22
South	37
West	23

METROPOLITAN STATUS:

10,000-99,999	1
100,000-249,999	8
250,000-499,999	9
500,000-999,999	8
1,000,000-2,499,999	15
2,500,000-4,999,999	16
5,000,000 +	25
Non CBSA	19
Summary	
Less than 1 million	25
1 million to less than 5 million	31
5 million or more	25
NON-CBSA (rural)	19

GENDER:

Male	48
Female	52