



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

Interview dates: August 29-September 2, 2014
Interviews: 1,004 adults

RBC Consumer Outlook Index Survey CONDUCTED BY IPSOS PUBLIC AFFAIRS

These are findings of an Ipsos online poll conducted August 29-September 2, 2014. For this survey, a national sample of 1,004 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>
8/29-9/2/14	35	65
7/25-28/14	36	64
6/27-30/14	32	68
5/30-6/2/14	38	62
4/25-28/14	35	65
3/28-31/14	34	66
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?

	<u>More</u> <u>comfortable</u>	<u>Less</u> <u>comfortable</u>	<u>No</u> <u>change</u>	<u>Not</u> <u>sure</u>
8/29-9/2/14.....	17	36	43	4
7/25-28/14.....	19	38	39	5
6/27-30/14.....	14	42	41	2
5/30-6/2/14.....	18	37	40	4
4/25-28/14.....	12	40	44	4
3/28-31/14.....	18	36	40	6
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?

	<u>More</u> <u>comfortable</u>	<u>Less</u> <u>comfortable</u>	<u>No</u> <u>change</u>	<u>Not</u> <u>sure</u>
8/29-9/2/14.....	22	26	49	3
7/25-28/14.....	27	26	44	3
6/27-30/14.....	21	28	48	3
5/30-6/2/14.....	23	27	48	3
4/25-28/14.....	20	26	52	2
3/28-31/14.....	22	29	45	3
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?

	<u>More confident</u>	<u>Less confident</u>	<u>No change</u>	<u>Not sure</u>
8/29-9/2/14.....	18	32	46	4
7/25-28/14.....	21	34	40	4
6/27-30/14.....	17	36	43	4
5/30-6/2/14.....	18	38	40	4
4/25-28/14.....	14	39	43	4
3/28-31/14.....	17	38	40	5
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?

	<u>More confident</u>	<u>Less confident</u>	<u>No change</u>	<u>Not sure</u>
8/29-9/2/14.....	17	36	43	4
7/25-28/14.....	22	40	33	5
6/27-30/14.....	19	39	38	4
5/30-6/2/14.....	18	39	37	6
4/25-28/14.....	17	41	40	3
3/28-31/14.....	19	41	34	5
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?

	<u>Yes</u>	<u>No</u>
8/29-9/2/14.....	24	76
7/25-28/14.....	34	66
6/27-30/14.....	29	71
6/27-30/14.....	29	71
5/30-6/2/14.....	30	70
4/25-28/14.....	28	72
3/28-31/14.....	33	67
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?

	<u>Yes</u>	<u>No</u>
8/29-9/2/14.....	22	78
7/25-28/14.....	25	75
6/27-30/14.....	23	77
5/30-6/2/14.....	25	75
4/25-28/14.....	26	74
3/28-31/14.....	23	77
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.

	<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>
8/29-9/2/14	3	7	28	28	20	7	7	10	56	34
7/25-28/14	2	8	27	28	18	10	6	10	56	34
6/27-30/14	3	7	28	28	19	8	8	9	55	35
5/30-6/2/14	4	10	26	27	16	11	6	14	53	33
4/25-28/14	3	9	26	27	20	11	5	11	53	36
3/28-31/14	4	8	22	27	19	12	9	11	49	39
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.

	<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>
8/29-9/2/14	4	14	24	25	14	9	11	17	50	33
7/25-28/14	3	14	23	24	14	13	10	17	47	36
6/27-30/14	4	12	23	27	17	8	10	16	50	35
5/30-6/2/14	4	14	24	21	16	11	10	18	45	37
4/25-28/14	4	11	24	24	14	12	11	15	48	37
3/28-31/14	4	13	24	25	15	10	10	17	49	35
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?

	<u>Good time</u>	<u>Bad time</u>	<u>Not sure</u>
8/29-9/2/14	21	24	55
7/25-28/14	23	27	50
6/27-30/14	21	25	54
5/30-6/2/14	20	27	53
4/25-28/14	18	31	51
3/28-31/14	20	29	52
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?

	<u>Yes</u>	<u>No</u>	<u>Not sure</u>
8/29-9/2/14.....	28	37	35
7/25-28/14.....	34	34	32
6/27-30/14.....	26	36	37
5/30-6/2/14.....	31	33	36
4/25-28/14.....	29	39	31
3/28-31/14.....	29	37	34
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?

	<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							
8/29-9/2/14.....	11	39	36	10	2	51	13
7/25-28/14.....	12	40	34	12	2	52	14
6/27-30/14.....	14	40	35	9	3	54	12
5/30-6/2/14.....	14	43	32	10	2	57	11
4/25-28/14.....	16	41	30	11	2	57	13
3/28-31/14.....	12	41	34	12	2	53	13
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

	<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>
Food and groceries							
8/29-9/2/14.....	29	49	18	3	1	78	4
7/25-28/14.....	31	50	15	3	1	81	4
6/27-30/14.....	33	49	15	2	2	82	4
5/30-6/2/14.....	33	51	12	3	1	84	4
4/25-28/14.....	38	47	11	3	1	85	3
3/28-31/14.....	37	48	13	2	1	85	2
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

	<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>
Gasoline and fuel prices							
8/29-9/2/14.....	28	42	19	10	1	71	10
7/25-28/14.....	35	45	15	5	1	79	6
6/27-30/14.....	42	40	13	3	3	82	5
5/30-6/2/14.....	38	42	13	5	1	81	6
4/25-28/14.....	46	40	9	4	1	86	5
3/28-31/14.....	40	43	13	4	*	83	4
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

	<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>
Consumer electronics (TVs, computers, music players, etc.)							
8/29-9/2/14.....	11	40	38	10	1	51	11
7/25-28/14.....	12	45	32	10	1	57	11
6/27-30/14.....	13	49	30	7	1	61	8
5/30-6/2/14.....	12	44	31	13	*	56	14
4/25-28/14.....	13	45	31	9	2	58	11
3/28-31/14.....	12	41	38	9	*	53	9
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

	<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>
Durable goods (automobiles, appliances, furniture, etc.)							
8/29-9/2/14.....	13	49	33	5	1	62	6
7/25-28/14.....	15	51	29	5	1	66	6
6/27-30/14.....	16	52	26	5	1	68	6
5/30-6/2/14.....	15	49	29	6	1	64	7
4/25-28/14.....	18	51	26	4	*	70	5
3/28-31/14.....	16	49	31	4	*	65	4
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?

	<u>Extremely likely</u>	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Not very likely</u>	<u>Not at all likely</u>	<u>Not sure</u>	<u>Total likely</u>	<u>Total not likely</u>
8/29-9/2/14.....	4	7	20	28	23	18	11	51
7/25-28/14.....	4	10	21	29	20	16	14	49
6/27-30/14.....	4	6	21	31	21	17	11	52
5/30-6/2/14.....	5	7	20	31	20	18	11	50
4/25-28/14.....	6	7	19	30	22	16	13	52
3/28-31/14.....	6	8	22	27	20	17	14	47
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 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 year</u>	<u>About the same as last year</u>	<u>Less than last year</u>
8/29-9/2/14	13	58	29
7/25-28/14.....	19	46	35
6/27-30/14.....	16	52	32
5/30-6/2/14	14	52	33
4/25-28/14.....	17	49	34
3/28-31/14.....	17	48	35
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...

	<u>Go up</u>	<u>Go down</u>	<u>Remain unchanged</u>
8/29-9/2/14	46	8	46
7/25-28/14.....	51	8	41
6/27-30/14.....	49	9	42
5/30-6/2/14	52	8	40
4/25-28/14.....	48	10	42
3/28-31/14.....	54	10	36
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...

	<u>Go up</u>	<u>Go down</u>	<u>Remain unchanged</u>	<u>Don't know</u>
8/29-9/2/14	64	6	15	15
7/25-28/14	65	9	14	12
6/27-30/14	65	6	15	14
5/30-6/2/14	65	8	13	14
4/25-28/14	66	9	13	13
3/28-31/14	65	8	13	14
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...

	<u>Much stronger</u>	<u>Somewhat stronger</u>	<u>About the same</u>	<u>Somewhat weaker</u>	<u>Much weaker</u>	<u>Total stronger</u>	<u>Total weaker</u>
8/29-9/2/14	3	18	63	11	4	21	15
7/25-28/14.....	3	23	57	14	2	26	17
6/27-30/14.....	5	17	59	13	5	22	19
5/30-6/2/14	4	19	58	16	3	23	19
4/25-28/14.....	4	21	56	14	4	25	19
3/28-31/14.....	5	18	58	13	4	24	18
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...

	<u>Much stronger</u>	<u>Somewhat stronger</u>	<u>About the same</u>	<u>Somewhat weaker</u>	<u>Much weaker</u>	<u>Total stronger</u>	<u>Total weaker</u>
8/29-9/2/14	5	26	52	13	4	31	17
7/25-28/14.....	9	31	45	13	2	40	15
6/27-30/14.....	9	26	48	13	5	35	18
5/30-6/2/14	6	26	49	13	5	33	18
4/25-28/14.....	5	26	50	13	5	32	18
3/28-31/14.....	9	25	49	13	5	34	17
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?

	<u>Improve</u>	<u>Stay the same</u>	<u>Get worse</u>
8/29-9/2/14.....	26	50	23
7/25-28/14.....	33	44	23
6/27-30/14.....	26	48	26
5/30-6/2/14.....	26	51	23
4/25-28/14.....	30	44	26
3/28-31/14.....	28	44	27
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. 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	September 2014
Significantly easier to find a job.....	3	1	2
Somewhat easier.....	11	16	17
About the same.....	37	43	45
Somewhat harder.....	29	24	23
Significantly harder to find a job.....	20	16	13
TOTAL Easier.....	14	18	19
TOTAL Harder.....	49	40	36

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				
8/29-9/2/14.....	6	23	21	49
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				
8/29-9/2/14.....	11	39	34	16
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	September 2014
Worth more.....	23	23	21
Worth less.....	17	17	12
Worth the same amount.....	27	28	32
I do not own a home.....	27	27	29
Unsure.....	6	5	6

- 20b. And how is your home being worth more affecting your spending? (Asked of all those who say 'worth more', n=239 and n=212, respectively)

	September 2013	September 2014
I am spending more.....	8	13
I have not made changes to my spending.....	62	59
I am still curbing spending and/or cutting back on spending.....	29	26
Unsure.....	*	1

21. The average retail price of gasoline has dropped about \$0.25 per gallon in the last two months (dropped about \$0.30 per gallon in the last month for 2012 questions). What is the main thing you have done with that extra money?

	6/28-7/1/12	6/3/2012	8/29-9/2/2014
Don't drive.....	9	15	8
Paid down debts.....	15	13	12
Put into savings.....	15	14	17
Living expenses like housing, food, etc.....	49	58	52
Other expenses like travel, clothing, or entertainment,.....	12	N/A	11

DEMOGRAPHICS

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

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

Yes	41
No	59

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	20
65+	14

D2. Are you employed:

Employed Full-time	43
Employed Part-time	11
Self-Employed	5
Retired	18
Student	3
Military	*
Homemaker	8
Currently unemployed	10
DK/NS	*
Summary	
Full time	45
Part time	14
Not Employed	23
Retired	18

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

Grade School	*
Some High School	3
Graduated High School	20
Some College	25
Graduated from college - 2 year	11
Graduated from college - 4 year	24
Post Graduate Degree	16
Summary (NET)	
No college degree	59
College degree	41

D4. Are you currently married?

Single	30
Domestic Partnership	5
Married	52
Widowed	3
Divorced or separated	10
Summary	
Married	52
Other	48

- 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	5
6-12 Only	6
13-17 Only	7
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	12
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 2013?

Under \$15K	10
\$15K to less than \$20K	4
\$20K to less than \$25K	5
\$25K to less than \$30K	5
\$30K to less than \$40K	9
\$40K to less than \$50K	11
\$50K to less than \$75K	23
\$75K to less than \$100K	12
\$100K to less than \$150K	15
\$150K or more	7
Summary	
Under \$25K	19
\$25K - \$49K	25
\$50K - \$99K	35
\$100K +	21

REGION:

Northeast	18
Midwest	22
South	37
West	23

METROPOLITAN STATUS:

10,000-99,999	1
100,000-249,999	7
250,000-499,999	10
500,000-999,999	8
1,000,000-2,499,999	16
2,500,000-4,999,999	15
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