

### **July 2016**

The July survey was the 576th in a series of Surveys of Consumers conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results for the total sample will differ by no more than 5 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant across samples.

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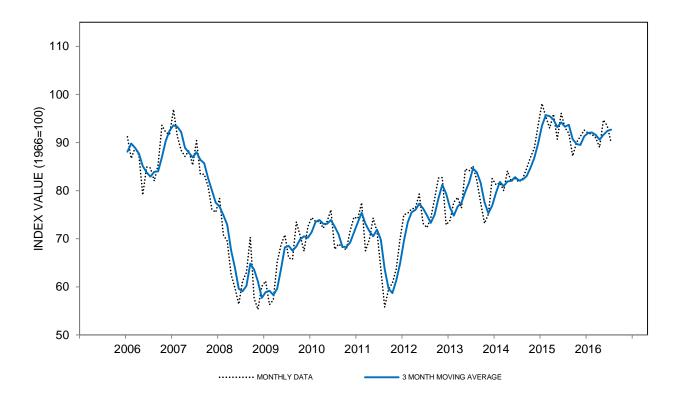
Expected Change in Home Values During the Next 5 Years

Table 47

TABLE 1
THE INDEX OF CONSUMER SENTIMENT

			Families with incomes under	Families with incomes over
DATE OF SU	RVEY	All families	\$75,000	\$75,000
July	2013	85.1	82.4	90.0
August	2013	82.1	78.0	89.6
September	2013	77.5	72.3	86.2
October	2013	73.2	71.4	77.0
November	2013	75.1	67.9	88.7
December	2013	82.5	78.9	88.4
January	2014	81.2	75.2	91.9
February	2014	81.6	75.5	90.3
March	2014	80.0	77.6	86.2
April	2014	84.1	79.2	93.5
May	2014	81.9	76.9	88.1
June	2014	82.5	79.6	88.8
July	2014	81.8	77.9	89.4
August	2014	82.5	75.2	95.5
September	2014	84.6	79.9	92.7
October	2014	86.9	81.5	97.8
November	2014	88.8	84.1	95.2
December	2014	93.6	90.4	99.7
January	2015	98.1	93.5	105.3
February	2015	95.4	92.3	99.3
March	2015	93.0	89.8	100.2
April	2015	95.9	90.2	105.1
May	2015	90.7	86.3	100.3
June	2015	96.1	91.8	102.5
July	2015	93.1	88.3	100.9
August	2015	91.9	89.3	96.4
September	2015	87.2	84.3	92.4
October	2015	90.0	86.1	96.0
November	2015	91.3	89.1	95.3
December	2015	92.6	89.9	96.9
January	2016	92.0	89.1	96.7
February	2016	91.7	87.7	97.4
March	2016	91.0	86.2	98.5
April	2016	89.0	84.0	94.6
May	2016	94.7	90.2	101.3
June	2016	93.5	86.8	101.3
July	2016	90.0	86.1	94.2

**CHART 1: THE INDEX OF CONSUMER SENTIMENT** 



**CHART 1: THE INDEX OF CONSUMER SENTIMENT** 

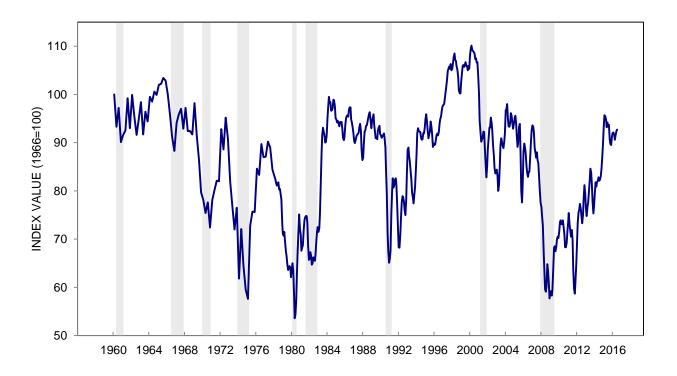


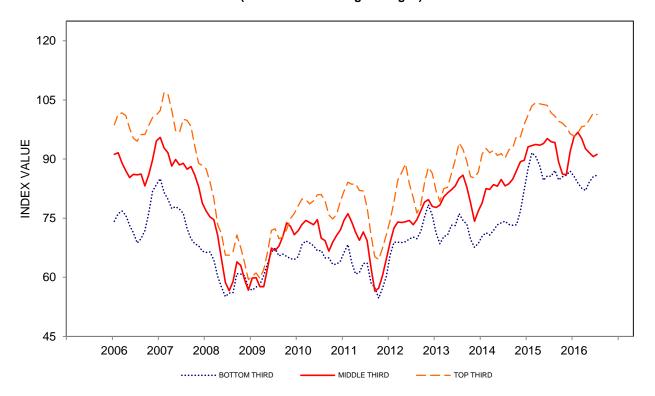
TABLE 2

THE INDEX OF CONSUMER SENTIMENT WITHIN INCOME TERCILES

### THREE MONTH MOVING AVERAGES

		H	lousehold Income Terciles	3
DATE OF SU	JRVEY	Bottom Third	Middle Third	Top Third
July	2013	76.1	85.1	94.1
August	2013	74.4	85.9	92.5
September	2013	73.5	82.9	89.4
October	2013	69.6	78.8	85.5
November	2013	67.6	74.2	85.2
December	2013	68.6	76.8	86.7
	0044	70.4	70.0	24.0
January	2014	70.4	78.9	91.3
February	2014	71.3	82.5	92.7
March	2014	70.7	82.3	91.6
April	2014	71.9	83.5	92.2
May	2014	73.3	83.1	90.9
June	2014	73.8	84.8	91.4
July	2014	74.2	83.2	90.2
August	2014	73.4	83.7	92.3
September	2014	73.2	84.9	92.9
October	2014	73.3	87.1	95.8
November	2014	76.8	89.3	95.6
December	2014	82.2	89.7	98.8
January	2015	87.6	93.1	101.2
February	2015	91.6	93.4	103.5
March	2015	90.6	93.7	104.3
April	2015	88.4	93.5	104.0
May	2015	84.6	93.9	103.8
June	2015	85.7	95.2	103.6
July	2015	85.6	94.4	101.7
August	2015	87.1	94.2	100.9
September	2015	84.7	89.2	99.6
October	2015	85.5	86.2	99.1
November	2015	85.9	86.0	98.1
December	2015	86.9	91.9	96.4
January	2016	85.6	95.6	95.8
February	2016	83.9	96.8	96.6
March	2016	82.6	95.2	98.2
April	2016	82.0	92.6	98.4
May	2016	84.2	91.6	100.0
June	2016	85.5	90.6	101.6
July	2016	85.9	91.2	101.3

CHART 2: INDEX OF CONSUMER SENTIMENT WITHIN INCOME TERCILES (Three Month Moving Averages)



**CHART 2: INDEX OF CONSUMER SENTIMENT WITHIN INCOME TERCILES** 

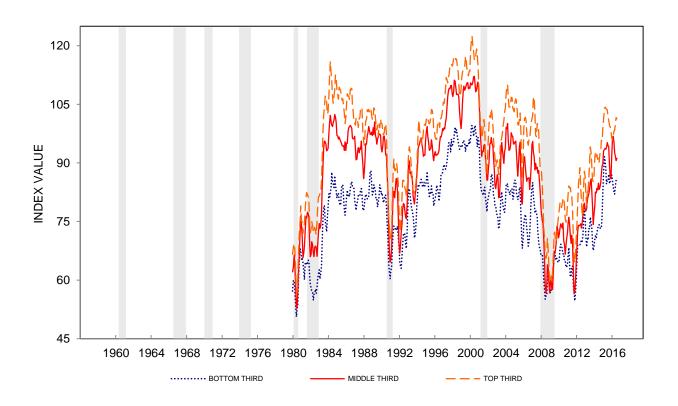


TABLE 3

THE INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

### THREE MONTH MOVING AVERAGES

			Age of Householder	
DATE OF SU	RVEY	18-34	35-54	55+
leab c	2042	00.0	00.0	70.4
July	2013	99.9	86.8	78.1
August	2013	97.8	88.2	76.1
September	2013	98.4	83.9	73.8
October	2013	92.1	80.6	70.5
November	2013	88.9	76.4	69.8
December	2013	88.6	79.9	71.6
January	2014	92.4	81.2	74.6
February	2014	98.6	84.6	75.0
March	2014	98.0	83.7	73.4
April	2014	99.8	83.6	74.1
May	2014	97.3	81.9	75.7
June	2014	96.8	83.5	76.9
July	2014	94.2	85.5	75.5
August	2014	95.1	86.3	75.0
September	2014	97.1	85.6	75.4
October	2014	99.1	85.6	77.6
November	2014	101.8	87.9	78.9
December	2014	105.1	91.4	81.3
January	2015	109.1	95.7	84.1
February	2015	111.1	99.2	85.2
March	2015	109.9	97.2	86.1
April	2015	108.7	97.6	84.5
May	2015	106.1	95.6	83.6
June	2015	107.6	97.5	84.2
July	2015	107.5	95.5	83.8
August	2015	110.6	95.8	82.9
September	2015	107.8	92.9	79.1
October	2015	106.6	93.0	77.2
November	2015	105.1	93.0	77.2
December	2015	106.1	94.7	80.1
200050.	20.0	10011	<b>0</b>	33.1
January	2016	108.0	94.2	81.2
February	2016	106.7	95.0	81.8
March	2016	105.8	95.1	80.7
April	2016	102.9	95.3	79.8
May	2016	106.1	95.4	80.7
June	2016	105.9	96.7	81.7
July	2016	106.0	97.3	81.9

CHART 3: INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS (Three Month Moving Averages)

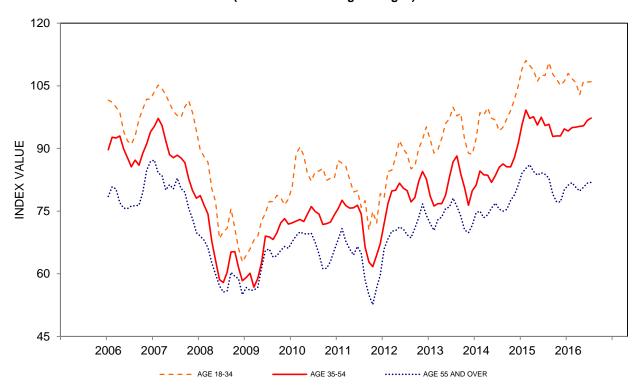


CHART 3: INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS (Three Month Moving Averages)

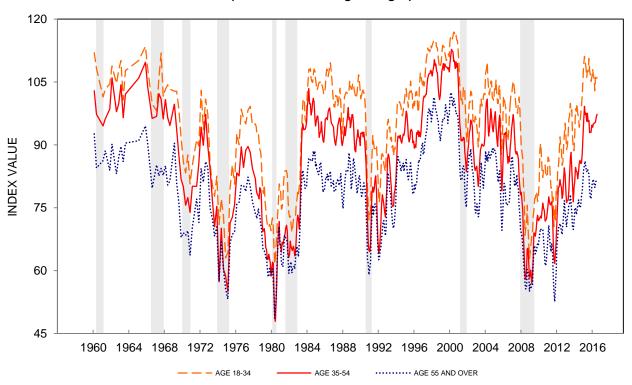


TABLE 4

THE INDEX OF CONSUMER SENTIMENT WITHIN REGIONS

#### THREE MONTH MOVING AVERAGES

Region of Residence DATE OF SURVEY North East Midwest West South July 2013 87.0 84.7 80.9 88.88 August 2013 83.6 82.7 81.5 89.2 September 2013 82.2 79.2 80.4 86.2 October 2013 76.1 76.7 79.6 76.4 November 2013 73.8 76.3 75.9 73.9 December 2013 74.5 78.5 76.3 77.3 2014 84.4 January 79.6 80.8 76.0 February 2014 82.7 79.5 84.9 81.5 March 2014 81.4 81.8 79.1 82.8 April 2014 80.3 82.8 82.3 81.4 2014 May 81.6 82.4 81.9 82.1 June 2014 83.2 83.0 81.4 84.3 July 2014 84.4 79.8 81.2 84.0 August 2014 84.0 79.5 80.5 86.8 September 2014 84.6 82.1 86.8 79.8 October 2014 85.5 82.8 83.1 89.1 November 2014 90.2 85.0 85.6 88.3 December 2014 91.9 88.7 88.6 91.4 January 2015 97.6 92.7 92.2 93.3 **February** 2015 96.8 96.7 93.2 96.2 March 2015 99.8 92.2 95.4 95.9 April 2015 95.4 99.4 91.3 94.1 May 2015 92.5 99.6 92.3 90.4 June 2015 97.7 94.7 94.6 90.5 July 2015 93.6 88.88 96.5 94.8 2015 96.7 93.2 91.2 August 94.8 September 2015 94.4 91.5 89.3 89.7 October 2015 91.3 89.8 88.1 91.0 2015 November 90.7 89.2 88.1 91.1 December 2015 91.3 92.3 89.9 92.4 2016 91.3 January 92.9 94.3 90.3 **February** 2016 92.6 96.1 90.0 90.6 March 2016 92.8 94.5 89.4 90.9 April 2016 88.5 91.3 90.9 92.4 May 2016 93.0 92.0 89.9 92.3 June 2016 93.4 91.2 91.4 94.3

90.1

92.9

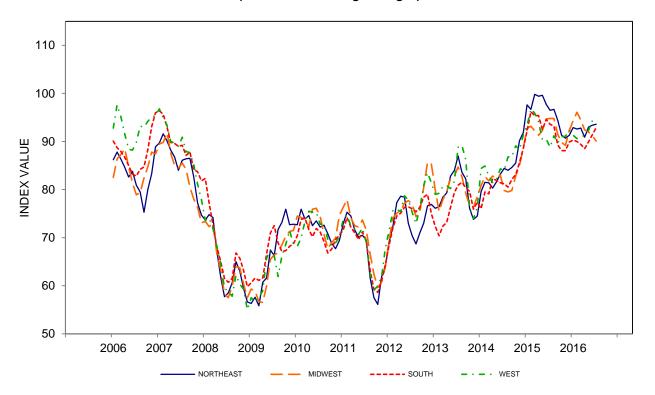
94.6

July

2016

93.6

CHART 4: INDEX OF CONSUMER SENTIMENT WITHIN REGIONS (Three Month Moving Averages)



**CHART 4: INDEX OF CONSUMER SENTIMENT WITHIN REGIONS** 

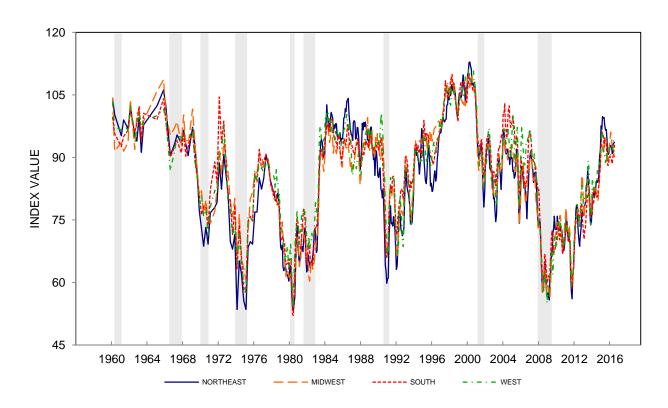


TABLE 5

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

July

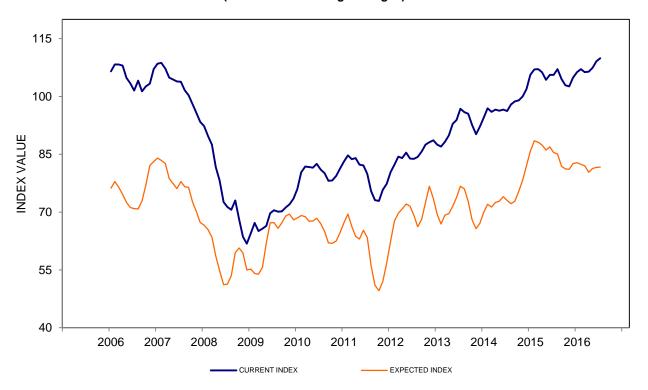
109.0

77.8

<sup>(1)</sup> See Table 6 (2) See Table 8 (3) See Table 28 (4) See Table 29 (5) See Table 35.

<sup>+:</sup> Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 5: CURRENT AND EXPECTED COMPONENTS OF THE SENTIMENT INDEX (Three Month Moving Averages)



**CHART 5: CURRENT AND EXPECTED COMPONENTS OF THE SENTIMENT INDEX** 

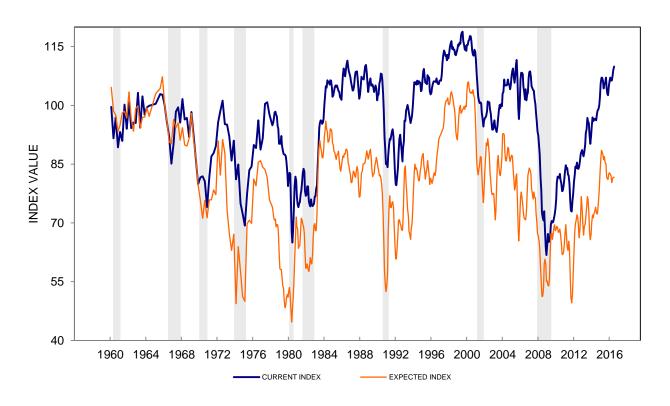


TABLE 6

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

	Jul 2015	Aug 2015	Sep 2015	Oct 2015		Dec 2015			Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
BETTER OFF	45%	45%	43%	42%	42%	44%	40%	47%	45%	45%	49%	49%	45%
SAME	26	30	25	27	27	25	30	24	29	27	25	26	30
WORSE OFF	29	25	32	31	31	31	30	29	26	27	26	25	24
DK, NA	*	*	*	*	*	*	*	*	*	1	*	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
INDEX SCORE	116	120	111	111	111	113	110	118	119	118	123	124	121

## CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO - INDEX SCORE THREE MONTH MOVING AVERAGES

All	115	118	116	114	111	112	111	114	116	118	120	122	123
Age 18 to 44	140	143	140	137	135	135	139	138	144	143	146	142	146
Age 45 to 64	107	110	107	107	102	105	102	110	108	112	111	118	117
Age 65+	88	91	87	83	81	79	78	76	78	86	90	92	90
Income Bottom Third	96	101	99	104	100	97	91	90	91	93	100	103	108
Income Middle Third	118	124	116	107	100	106	112	119	120	122	122	122	119
Income Top Third	135	132	134	134	134	131	130	134	139	141	140	140	140

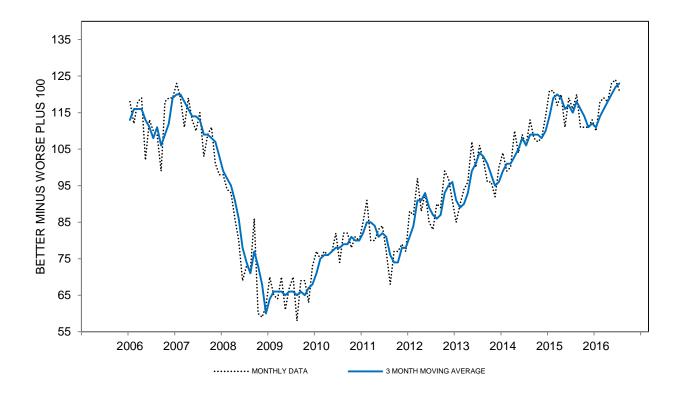
The question was: "We are interested in how people are getting along financially these days.

Would you say that you (and your family living there) are better off or worse off  $% \left( 1\right) =\left( 1\right) \left( 1\right)$ 

financially than you were a year ago?"

<sup>\*:</sup> Less than half of one percent. Index Score is the percent favorable minus the percent unfavorable plus 100

**CHART 6: CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO** 



**CHART 6: CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO** 

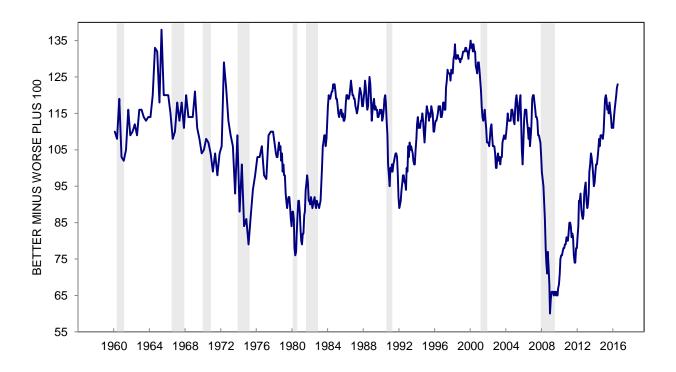


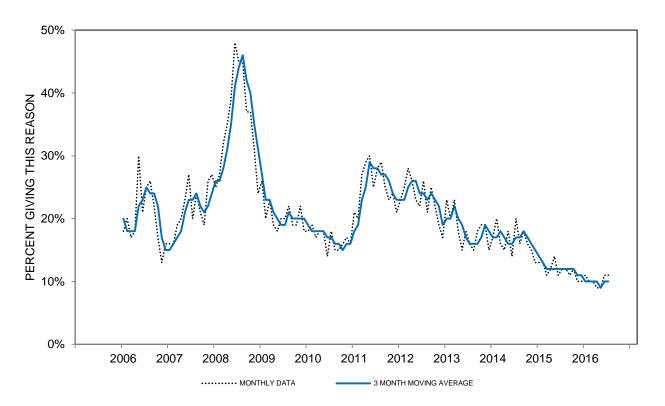
TABLE 7
SELECTED REASONS FOR OPINIONS ABOUT HOUSEHOLD FINANCIAL SITUATION

	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
BETTER THAN YEAR AGO		2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010
Income higher	36%	37%	36%	34%	33%	34%	35%	37%	38%	37%	40%	39%	34%
Increased HH Contribution	4	4	3	5	4	3	4	2	3	3	3	3	4
Assets Higher	5	6	4	5	5	2	4	5	4	6	6	5	4
Debt Lower	6	7	7	6	5	6	5	8	8	7	8	5	4
Expense Lower	8	6	7	9	8	8	6	8	8	8	8	7	8
WORSE THAN YEAR AGO:	:												
Income lower	23	23	22	24	27	23	21	22	21	22	20	20	20
Decreased HH Contribution	6	5	6	6	8	5	8	7	8	8	8	6	6
Higher prices	12	12	11	12	10	10	11	10	10	9	9	11	11
Assets Lower	1	1	3	3	3	3	2	3	2	2	3	2	1
Debt Higher	3	2	3	6	5	4	5	4	2	3	1	3	3
Expense Higher	7	7	9	7	4	9	8	6	7	6	6	3	4
SELECTED REA	SONS	FOR	OPIN	IONS .	ABOU	T HOU	JSEH	OLD F	INANG	CIAL S	SITUA	ΓΙΟΝ	
INCOME	HIGHE	R - INC	COME	LOWE	R (TH	REE M	ONTH	MOVII	NG AV	ERAGI	ES)		
All	11	13	14	13	10	9	10	13	15	16	17	18	18
Age 18 to 44	33	33	35	31	29	26	32	34	41	38	40	35	39
Age 45 to 64	-1	2	2	3	-2	0	-2	3	0	5	5	12	8
Age 65+	-9	-4	-2	-2	-7	-8	-9	-8	-6	-5	0	-4	-3
Income Bottom Third	-3	-2	1	6	3	-1	-4	-5	-4	-3	3	3	6
Income Middle Third	11	17	13	7	1	5	10	15	19	17	20	18	17
Income Top Third	27	26	29	27	26	22	24	30	33	34	32	34	33
	HIGHE	ER PRI	CES (	(THRE	E MON	тн мс	OVING	AVER	AGES)				
All	12	12	12	12	11	11	10	10	10	10	9	10	10
Age 18 to 44	7	6	6	6	5	5	4	4	4	5	5	5	5
Age 45 to 64	12	12	12	13	13	12	11	9	10	10	11	10	10
Age 65+	20	19	21	20	18	17	18	21	21	19	16	19	20
Income Bottom Third	16	13	15	14	14	12	13	15	16	15	13	14	13
Income Middle Third	14	13	13	15	13	12	10	9	10	10	10	10	12
Income Top Third	6	6	5	6	6	8	7	7	5	5	5	6	6
(ASSETS	HIGH	ER + D	EBTS	LOWE	R) - (A	SSETS	LOW	ER + D	EBTS	HIGHE	R)		
,					MOVI						,		
All	6	7	7	6	3	2	2	3	5	7	9	8	6
Age 18 to 44	9	9	7	6	5	5	3	4	8	11	12	7	5
Age 45 to 64	9	10	10	6	2	2	3	5	6	8	8	8	6
Age 65+	1	3	4	2	-3	-7	-4	-4	-1	-1	3	4	4
Income Bottom Third	-2	-1	-2	-5	-6	-6	-3	-1	1	1	2	1	2
Income Middle Third	7	10	10	7	1	0	-1	3	4	7	8	8	5
Income Top Third	17	15	16	15	13	11	9	7	10	14	17	14	12

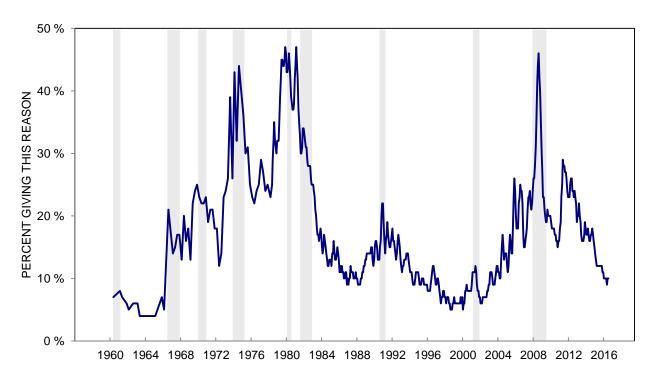
Responses to query: "Why do you say so?" following the question on Table 6.

May add to more than 100% due to multiple mentions.

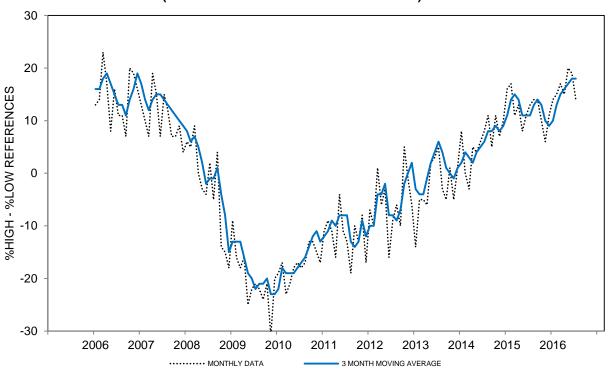
#### CHART 7A: HIGHER PRICES AS REASONS FOR WORSE PERSONAL FINANCES



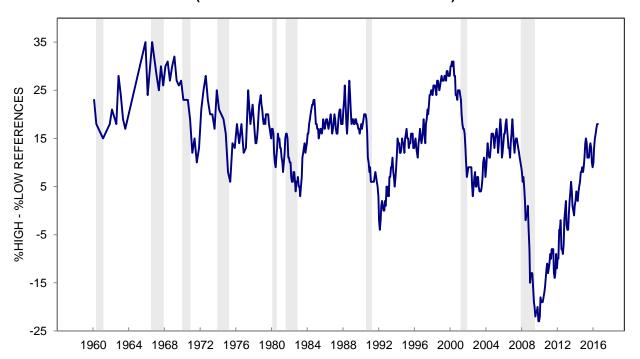
#### CHART 7A: HIGHER PRICES AS REASONS FOR WORSE PERSONAL FINANCES



### CHART 7B: INCOME REASONS FOR CHANGES IN PERSONAL FINANCES (%HIGHER INCOME - %LOWER INCOME)

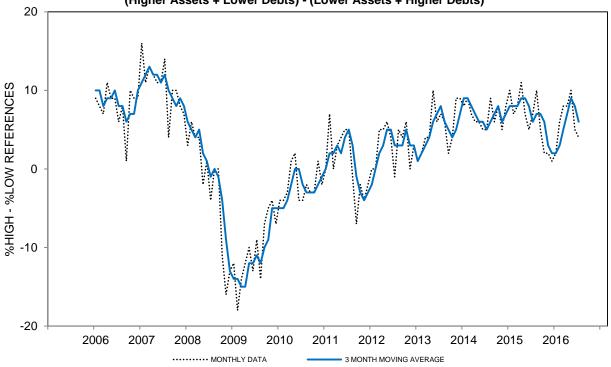


### CHART 7B: INCOME REASONS FOR CHANGES IN PERSONAL FINANCES: (%HIGHER INCOME - %LOWER INCOME)



### CHART 7C: WEALTH REASONS FOR CHANGES IN PERSONAL FINANCES: NET CHANGE IN ASSETS AND DEBTS

(Higher Assets + Lower Debts) - (Lower Assets + Higher Debts)



### CHART 7C: WEALTH REASONS FOR CHANGES IN PERSONAL FINANCES: NET CHANGE IN ASSETS AND DEBTS

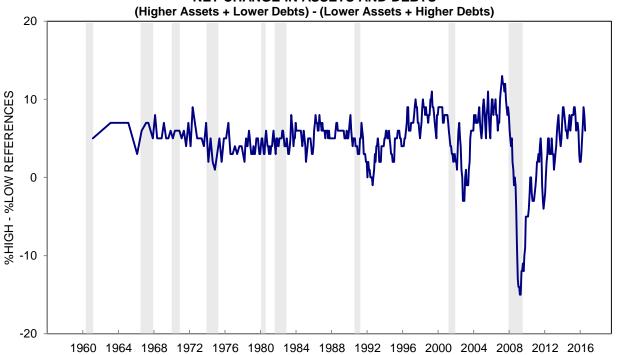


TABLE 8

EXPECTED CHANGE IN FINANCIAL SITUATION IN A YEAR

	Jul 2015	Aug 2015			Nov 2015				Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
BETTER OFF	34%	34%	33%	36%	34%	33%	36%	37%	36%	32%	37%	34%	36%
SAME	52	53	51	51	52	57	49	50	50	55	51	54	52
WORSE OFF	12	10	12	9	12	9	12	9	9	11	9	9	10
DK, NA	2	3	4	4	2	1	3	4	5	2	3	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
INDEX SCORE	122	124	121	127	122	124	124	128	127	121	128	125	126

# EXPECTED CHANGE IN FINANCIAL SITUATION IN A YEAR - INDEX SCORE THREE MONTH MOVING AVERAGES

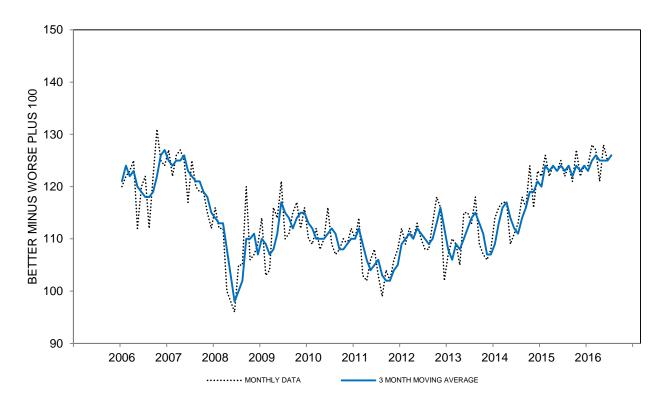
All	123	124	122	124	123	124	123	125	126	125	125	125	126
Age 18 to 44	142	143	140	142	143	144	145	145	145	142	143	141	144
Age 45 to 64	120	119	120	121	119	118	115	121	123	123	120	122	125
Age 65+	98	99	95	96	94	99	99	98	98	100	104	99	96
Income Bottom Third	119	123	122	127	126	125	121	118	118	118	121	121	122
Income Middle Third	126	124	119	118	121	127	130	132	131	128	124	118	121
Income Top Third	126	125	128	131	128	126	123	128	131	132	134	136	136

The question was:

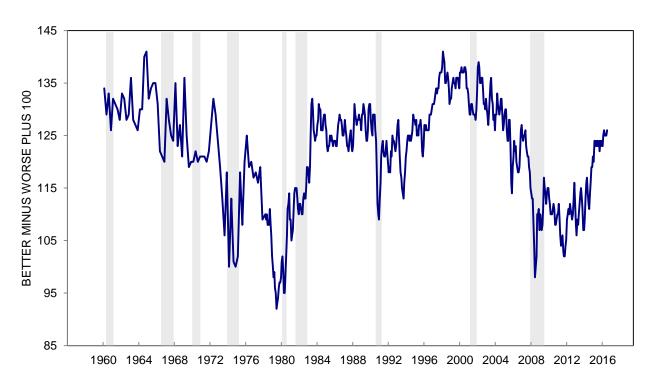
"Now looking ahead - do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

Index Score is the percent favorable minus the percent unfavorable plus 100

**CHART 8: EXPECTED CHANGE IN FINANCIAL SITUATION IN A YEAR** 



**CHART 8: EXPECTED CHANGE IN FINANCIAL SITUATION IN A YEAR** 



ANNUAL TREND IN PAST AND EXPECTED HOUSEHOLD FINANCIAL SITUATION

**TABLE 9** 

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	2015	2015	2015	2015	2015	2015	2016	2016	2016	2016	2016	2016	2016
Personal Financial Progress													
Continuous increase (a)	22%	20%	20%	20%	19%	22%	21%	23%	23%	21%	24%	21%	23%
Intermittent increase (b)	25	31	24	28	28	25	25	25	26	28	27	32	27
Remain unchanged (c)	18	18	18	16	15	18	17	16	18	18	17	16	19
Intermittent decline (d)	17	14	17	18	19	20	17	16	15	15	14	15	15
Continuous decline (e)	7	6	7	6	7	6	8	5	5	7	5	5	5
Mixed change (f)	8	8	10	8	9	8	9	11	8	8	10	7	8
DK, NA	3	3	4	4	3	1	3	4	5	3	3	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
INDEX SCORE	123	131	120	124	121	121	121	127	129	127	132	133	130

## ANNUAL TREND IN PAST AND EXPECTED HOUSEHOLD FINANCIAL SITUATION - INDEX SCORE THREE MONTH MOVING AVERAGES

All	125	128	125	125	122	122	121	123	126	128	129	131	132
Age 18 to 44	153	155	151	150	149	149	152	151	156	154	157	154	159
Age 45 to 64	118	121	117	119	113	114	109	119	120	122	119	126	127
Age 65+	89	93	91	89	85	85	85	82	85	92	98	96	90
Income Bottom Third	108	115	112	120	115	111	104	101	103	105	111	115	118
Income Middle Third	129	132	123	116	112	119	126	132	132	131	129	129	128
Income Top Third	141	138	141	143	142	139	135	138	144	148	149	149	149

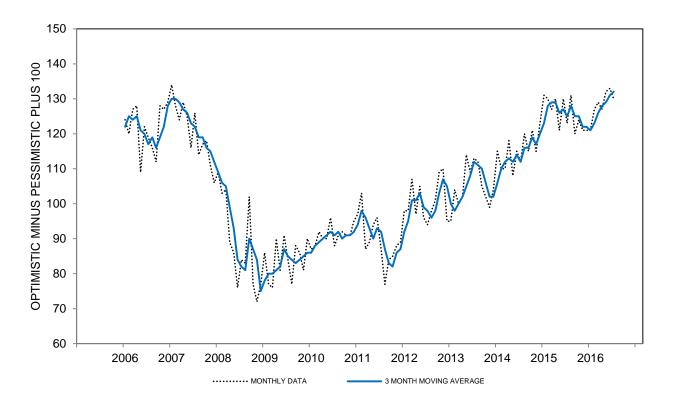
Combination of the responses to the questions on Tables 6 and 8.

Key: (a) Better off financially than a year ago/Better off a year from now

- (b) Better/Same or Same/Better
- (c) Same/Same
- (d) Worse/Same or Same/Worse
- (e) Worse/Worse
- (f) Worse/Better or Better/Worse

Index Score is the percent favorable minus the percent unfavorable plus 100

#### **CHART 9: ANNUAL TREND IN PAST AND EXPECTED HOUSEHOLD FINANCES**



**CHART 9: ANNUAL TREND IN PAST AND EXPECTED HOUSEHOLD FINANCES** 

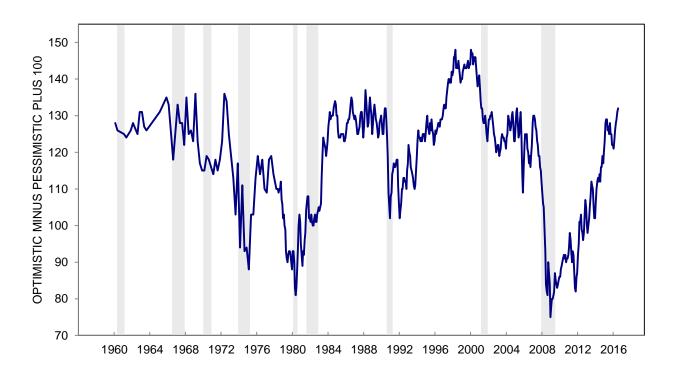


TABLE 10

CURRENT FINANCIAL SITUATION COMPARED WITH 5 YEARS AGO

	Jul 2015	U			Nov 2015					Apr 2016	May 2016	Jun 2016	Jul 2016
BETTER OFF	55%	58%	55%	60%	57%	55%	54%	59%	58%	59%	60%	61%	52%
SAME	10	11	8	8	9	11	12	11	10	10	11	8	13
WORSE OFF	34	30	36	31	33	33	33	29	30	31	28	31	34
DK, NA	1	1	1	1	1	1	1	1	2	*	1	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
INDEX SCORE	121	128	119	129	124	122	121	130	128	128	132	130	118

# CURRENT FINANCIAL SITUATION COMPARED WITH 5 YEARS AGO - INDEX SCORE THREE MONTH MOVING AVERAGES

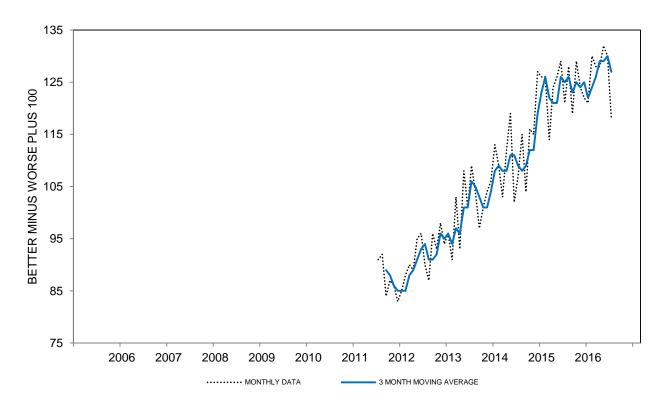
All	125	126	123	125	124	125	122	124	126	129	129	130	127
Age 18 to 44	151	150	147	149	149	149	148	150	152	154	155	153	150
Age 45 to 64	118	122	119	121	115	118	112	119	120	125	125	130	124
Age 65+	93	92	87	90	91	93	92	91	92	90	93	91	91
Income Bottom Third	98	102	99	108	105	104	97	95	100	100	104	105	108
Income Middle Third	131	130	123	121	117	120	119	127	128	131	131	127	124
Income Top Third	149	148	149	151	151	152	151	153	154	158	155	159	149

The question was:

"Now thinking back 5 years, would you say you (and your family living there)
are better off or worse off financially now than you were 5 years ago?"

<sup>\*:</sup> Less than half of one percent. Index Score is the percent favorable minus the percent unfavorable plus 100

#### **CHART 10: CURRENT FINANCIAL SITUATION COMPARED WITH 5 YEARS AGO**



**CHART 10: CURRENT FINANCIAL SITUATION COMPARED WITH 5 YEARS AGO** 

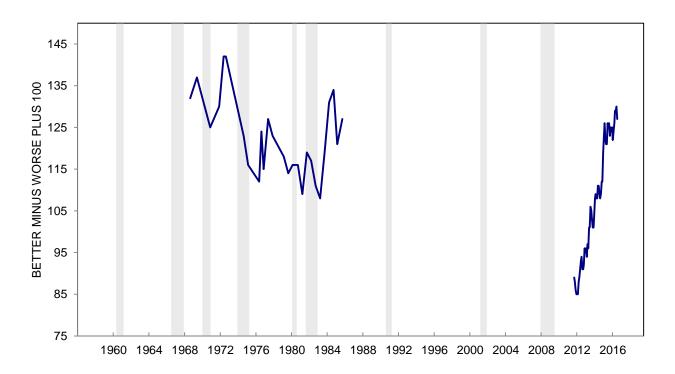


TABLE 11

EXPECTED CHANGE IN FINANCIAL SITUATION IN 5 YEARS

	Jul 2015	J		Oct 2015	Nov 2015				Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
BETTER OFF	50%	53%	50%	52%	50%	51%	51%	55%	52%	50%	51%	53%	50%
SAME	31	31	32	29	28	33	33	30	32	34	31	27	32
WORSE OFF	15	14	14	14	17	13	14	11	12	12	13	15	15
DK, NA	4	2	4	5	5	3	2	4	4	4	5	5	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
INDEX SCORE	135	139	136	138	133	138	137	144	140	138	138	138	135

# EXPECTED CHANGE IN FINANCIAL SITUATION IN 5 YEARS - INDEX SCORE THREE MONTH MOVING AVERAGES

All	137	137	137	138	136	136	136	140	140	141	139	138	137
Age 18 to 44	169	169	166	167	168	170	170	170	170	169	169	169	170
Age 45 to 64	130	131	132	131	126	125	123	133	132	133	127	129	131
Age 65+	94	94	94	94	90	93	96	98	101	104	105	97	91
Income Bottom Third	132	133	135	138	134	132	130	132	135	137	137	137	136
Income Middle Third	143	144	136	136	134	143	142	146	142	141	136	134	131
Income Top Third	141	138	140	141	142	138	140	144	148	146	146	145	147

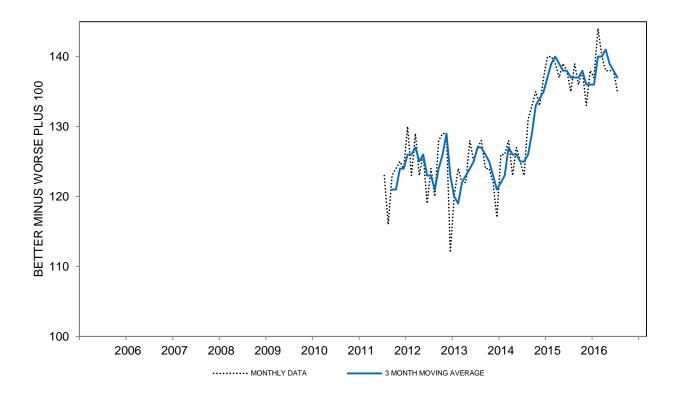
The question was: "And 5 years from now, do you expect that you (and your family living

there) will be better off financially, worse off, or just about the same

as now?"

Index Score is the percent favorable minus the percent unfavorable plus 100

**CHART 11: EXPECTED CHANGE IN FINANCIAL SITUATION IN 5 YEARS** 



**CHART 11: EXPECTED CHANGE IN FINANCIAL SITUATION IN 5 YEARS** 

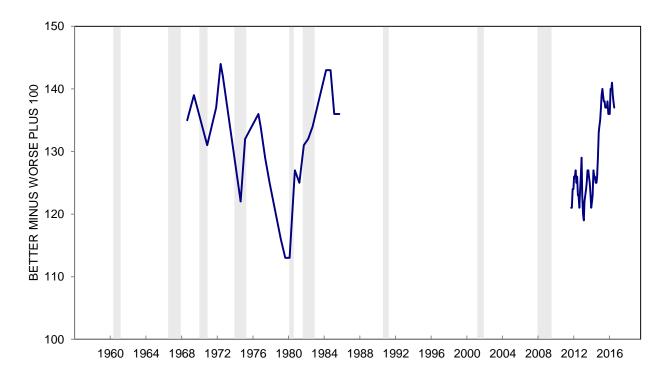


TABLE 12

### FIVE YEAR TREND IN PAST AND EXPECTED HOUSEHOLD FINANCIAL SITUATION

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	2015	2015	2015	2015	2015	2015	2016	2016	2016	2016	2016	2016	2016
Personal Financial Progress													
Continuous increase (a)	34%	34%	32%	36%	34%	34%	33%	39%	37%	36%	37%	38%	33%
Intermittent increase (b)	17	23	19	20	18	18	20	18	18	20	19	17	19
Remain unchanged (c)	6	5	5	3	4	6	6	5	6	5	5	4	6
Intermittent decline (d)	12	10	11	9	11	13	12	12	11	13	12	10	12
Continuous decline (e)	9	8	9	8	9	7	7	5	7	6	6	8	10
Mixed change (f)	17	17	19	18	18	20	18	16	17	16	16	17	16
DK, NA	5	3	5	6	6	2	4	5	4	4	5	6	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
INDEX SCORE	130	139	131	139	132	132	134	140	137	137	138	137	130

## FIVE YEAR TREND IN PAST AND EXPECTED HOUSEHOLD FINANCIAL SITUATION - INDEX SCORE THREE MONTH MOVING AVERAGES

All	135	135	133	136	134	134	133	135	137	138	137	137	135
Age 18 to 44	166	165	161	165	164	165	164	166	166	167	166	165	164
Age 45 to 64	128	130	129	130	123	124	119	128	129	134	131	135	131
Age 65+	95	94	93	96	96	96	97	96	99	96	99	94	92
Income Bottom Third	115	118	118	125	121	118	112	112	118	120	121	122	125
Income Middle Third	141	142	135	135	130	135	135	141	138	136	135	131	129
Income Top Third	151	148	150	153	154	152	152	156	159	161	159	160	154

Combination of the responses to the questions on Tables 10 and 11.

Key: (a) Better off financially than 5 years ago/Better off 5 years from now

- (b) Better/Same or Same/Better
- (c) Same/Same
- (d) Worse/Same or Same/Worse
- (e) Worse/Worse
- (f) Worse/Better or Better/Worse

Index Score is the percent favorable minus the percent unfavorable plus 100

#### CHART 12: FIVE YEAR TREND IN PAST AND EXPECTED HOUSEHOLD FINANCES

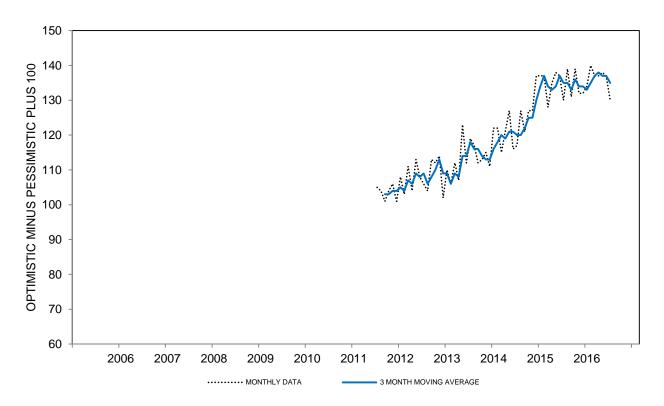


CHART 12: FIVE YEAR TREND IN PAST AND EXPECTED HOUSEHOLD FINANCES

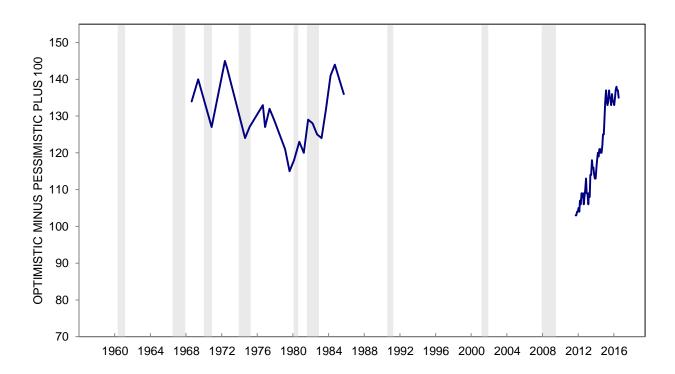


TABLE 13

EXPECTED CHANGE IN HOUSEHOLD INCOME DURING THE NEXT YEAR

	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
EXPECT INCREASE:	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010
1-2%	12%	14%	12%	15%	15%	16%	8%	13%	12%	14%	13%	13%	15%
3-4%	13	9	11	8	12	11	10	10	11	12	12	11	11
5%	8	8	7	8	8	7	8	12	7	9	8	7	7
6-9%	2	3	3	3	3	3	3	2	4	3	3	6	4
10-24%	13	14	10	14	12	13	12	12	15	9	12	13	11
25% or more	8	6	7	8	7	7	10	9	5	7	7	6	8
DK how much up	2	2	3	1	2	2	1	1	2	1	2	2	1
EXPECT SAME	26	30	31	23	26	26	29	26	31	28	27	23	26
EXPECT DOWN	16	13	15	19	15	14	19	15	13	16	16	18	15
DK, NA	*	1	1	1	*	1	*	*	*	1	*	1	2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cases	501	564	500	503	508	508	503	505	545	528	547	510	538
MEDIAN	1.8	1.4	1.0	1.5	1.8	1.6	0.8	1.9	1.4	1.2	1.6	1.6	1.4

# EXPECTED CHANGE IN HOUSEHOLD INCOME DURING THE NEXT YEAR - MEDIAN THREE MONTH MOVING AVERAGES

All	1.6	1.6	1.4	1.3	1.4	1.6	1.4	1.4	1.4	1.5	1.4	1.5	1.5
Age 18 to 44	3.4	3.8	3.6	3.8	3.4	3.4	3.8	4.1	4.2	3.8	3.8	4.2	4.2
Age 45 to 64	1.3	1.5	1.6	1.0	0.9	0.9	0.7	1.2	1.2	1.3	1.0	1.2	1.6
Age 65+	0.3	0.2	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	-0.1
Income Bottom Third	0.6	0.9	0.8	1.2	1.1	1.2	0.8	0.6	0.5	0.7	0.5	0.8	0.9
Income Middle Third	2.1	1.9	1.6	1.2	1.5	1.5	1.9	1.9	2.0	1.6	1.4	1.1	1.2
Income Top Third	2.4	2.1	2.3	2.1	2.1	2.2	2.3	2.5	2.6	2.6	2.7	2.8	2.6

The questions were: "During the next 12 months, do you expect your (family) income to be higher or

lower than during the past year?" and "By about what percent do you expect your (family) income to increase/decrease during the next 12 months?"

<sup>\*:</sup> Less than half of one percent.

CHART 13: EXPECTED CHANGE IN HOUSEHOLD INCOME DURING THE NEXT YEAR

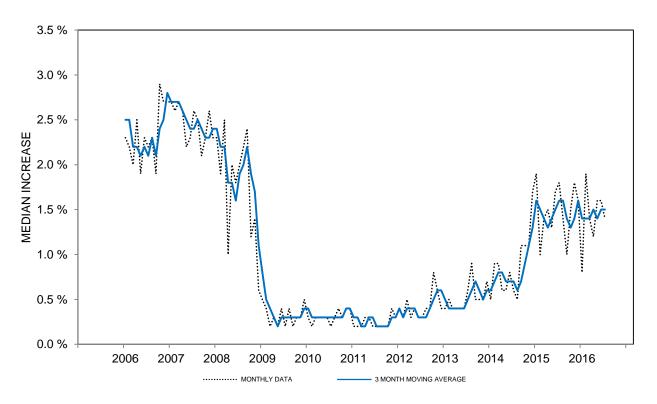


CHART 13: EXPECTED CHANGE IN HOUSEHOLD INCOME DURING THE NEXT YEAR



TABLE 14

EXPECTED CHANGE IN REAL HOUSEHOLD INCOME DURING THE NEXT YEAR

	Jul 2015	Aug 2015			Nov 2015					Apr 2016	May 2016	Jun 2016	Jul 2016
INCOME UP MORE	22%	21%	19%	23%	21%	23%	23%	23%	22%	21%	24%	23%	19%
INCOME UP SAME	34	36	34	29	36	35	35	34	36	32	32	36	38
PRICES UP MORE	43	42	46	46	42	41	41	42	40	46	42	39	42
DK, NA	1	1	1	2	1	1	1	1	2	1	2	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
INDEX SCORE	79	79	73	77	79	82	82	81	82	75	82	84	77

# EXPECTED CHANGE IN REAL HOUSEHOLD INCOME DURING THE NEXT YEAR - INDEX SCORE THREE MONTH MOVING AVERAGES

All	77	78	77	76	76	79	81	82	82	79	80	80	81
Age 18 to 44	97	98	99	98	100	102	108	107	107	101	104	104	105
Age 45 to 64	72	74	72	68	66	68	68	74	75	72	72	75	78
Age 65+	50	51	47	51	50	57	52	50	48	53	50	49	45
Income Bottom Third	64	69	67	68	67	70	68	64	64	65	67	69	69
Income Middle Third	71	71	73	70	70	73	80	84	84	79	77	72	75
Income Top Third	99	95	93	93	94	96	96	96	96	95	97	103	102

The question was: "During the next year or two -- do you expect that your (family) income

will go up more than prices will go up, about the same, or less than

prices will go up?"

<sup>\*:</sup> Less than half of one percent. Index Score is the percent favorable minus the percent unfavorable plus 100

CHART 14: EXPECTED CHANGE IN REAL INCOME DURING THE NEXT YEAR

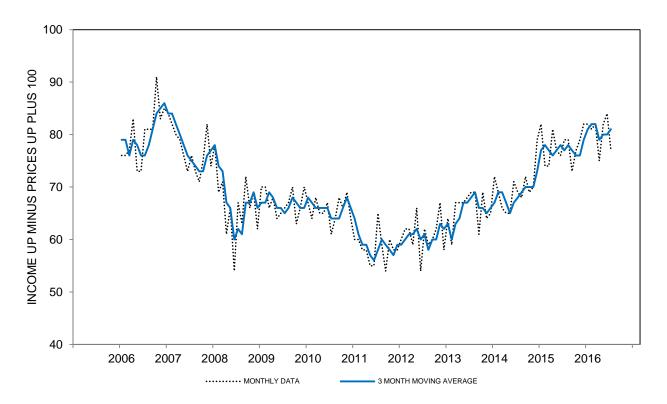


CHART 14: EXPECTED CHANGE IN REAL INCOME DURING THE NEXT YEAR

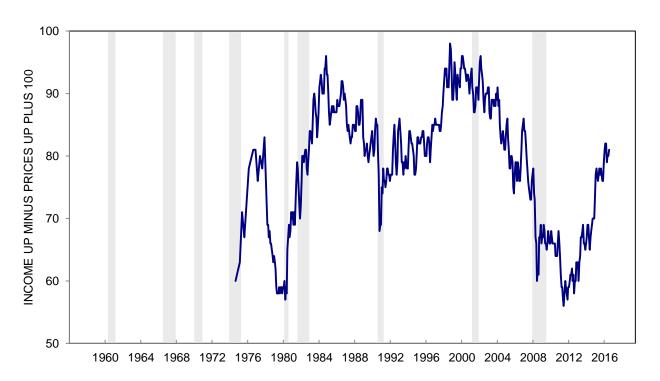


TABLE 15

PROBABILITY THAT PERSONAL INCOME WILL INCREASE DURING THE NEXT YEAR

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	2015	2015	2015	2015	2015	2015	2016	2016	2016	2016	2016	2016	2016
0%	15%	17%	20%	18%	18%	16%	23%	22%	20%	21%	20%	20%	20%
1 - 24%	17	14	15	17	16	18	17	12	16	16	17	15	16
25 - 49%	8	6	5	6	8	6	4	9	6	6	5	5	5
50%	14	15	16	10	14	8	10	13	12	13	12	12	11
51 - 74%	8	9	6	7	9	9	10	7	9	7	7	8	9
75 - 99%	22	22	21	24	22	24	20	20	20	22	22	21	23
100%	15	17	16	17	13	18	16	17	16	14	17	18	16
DK, NA	1	*	1	1	*	1	*	*	1	1	*	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
MEAN	51	52	49	51	49	52	47	49	49	47	50	51	50

# PROBABILITY THAT PERSONAL INCOME WILL INCREASE DURING THE NEXT YEAR - MEAN THREE MONTH MOVING AVERAGES

All	50	51	50	50	49	51	50	50	48	48	49	49	50
Age 18 to 44	61	63	64	65	64	66	65	65	64	65	65	65	65
Age 45 to 64	46	47	47	45	44	45	46	48	46	45	44	47	50
Age 65+	36	35	33	32	31	31	28	26	24	25	27	25	24
Income Bottom Third	41	44	46	47	45	44	40	38	35	38	41	43	42
Income Middle Third	53	53	50	49	49	52	54	53	52	49	48	47	49
Income Top Third	56	57	57	57	56	57	57	58	59	59	58	59	60

The question was:

"What do you think is the percent chance that your income in

the next twelve months will be higher than your income in the past twelve months?"

### CHART 15: PROBABILITY THAT PERSONAL INCOME WILL INCREASE DURING THE YEAR AHEAD

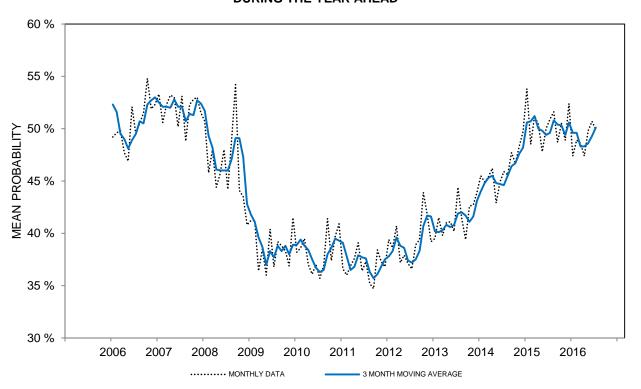


CHART 15: PROBABILITY THAT PERSONAL INCOME WILL INCREASE DURING THE YEAR AHEAD

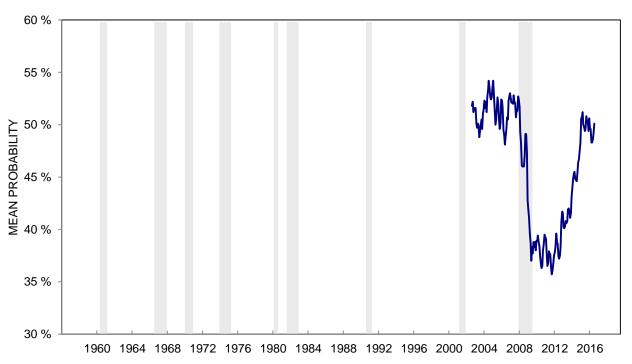


TABLE 16

PROBABILITY OF REAL INCOME GAINS DURING THE NEXT 5 YEARS

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	2015	2015	2015	2015	2015	2015	2016	2016	2016	2016	2016	2016	2016
0%	15%	15%	14%	16%	14%	13%	17%	17%	17%	17%	17%	15%	17%
1 - 24%	26	26	28	28	25	26	24	25	27	28	27	25	29
25 - 49%	12	15	14	9	14	16	12	11	11	11	9	11	10
50%	16	15	17	16	17	14	16	17	16	17	18	16	15
51 - 74%	8	8	6	7	10	10	6	11	8	8	8	9	8
75 - 99%	17	15	15	17	15	15	17	13	15	15	14	16	14
100%	5	6	5	7	5	5	7	6	5	4	6	7	6
DK, NA	1	*	1	*	*	1	1	*	1	*	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
MEAN	40	40	39	40	40	40	41	39	38	38	39	41	38

# PROBABILITY OF REAL INCOME GAINS DURING THE NEXT 5 YEARS - MEAN THREE MONTH MOVING AVERAGES

All	40	40	40	40	40	40	40	40	39	38	38	39	39
Age 18 to 44	53	53	53	52	52	51	53	52	53	50	51	52	53
Age 45 to 64	36	37	35	35	35	36	36	38	37	35	34	36	37
Age 65+	23	24	23	24	25	26	25	21	19	21	22	21	20
Income Bottom Third	32	33	35	37	36	35	33	32	30	31	31	34	33
Income Middle Third	39	40	39	37	37	39	41	42	41	38	37	36	37
Income Top Third	49	48	47	48	48	48	47	46	47	47	48	49	48

The question was:

"What do you think the chances are that your (family) income will increase by more than the rate of inflation during the next five years or so?"

CHART 16: PROBABILITY OF REAL INCOME GAINS DURING THE NEXT 5 YEARS

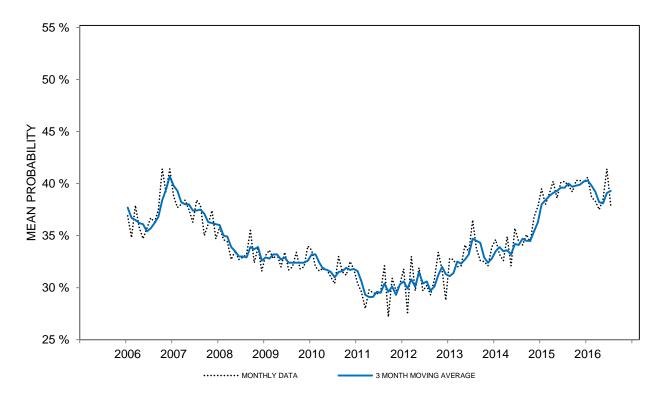


CHART 16: PROBABILITY OF REAL INCOME GAINS DURING THE NEXT 5 YEARS

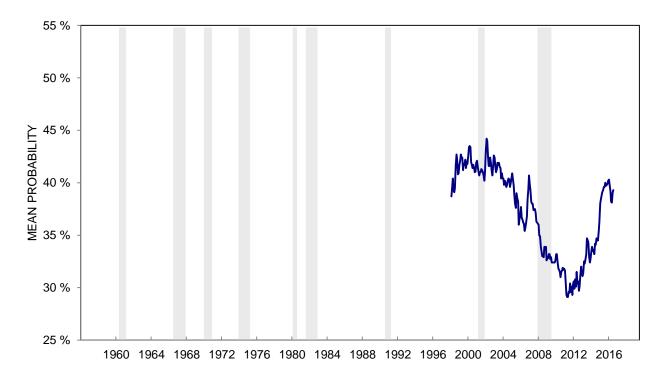


TABLE 17

PROBABILITY OF LOSING A JOB DURING THE NEXT 5 YEARS

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	2015	2015	2015	2015	2015	2015	2016	2016	2016	2016	2016	2016	2016
0%	42%	43%	38%	38%	39%	39%	42%	44%	41%	40%	43%	39%	43%
1 - 24%	29	28	29	32	32	27	26	30	32	33	30	33	29
25 - 49%	11	12	10	8	10	13	12	8	10	7	10	9	10
50%	10	9	11	13	11	12	10	11	9	11	9	11	9
51 - 74%	2	3	2	3	3	2	1	1	1	3	2	3	3
75 - 99%	4	3	5	4	3	4	4	4	5	4	4	3	2
100%	2	2	4	1	1	3	4	2	2	2	2	2	3
DK, NA	*	*	1	1	1	*	1	*	*	*	*	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
MEAN	19	18	22	20	19	21	20	18	19	19	18	19	19

# PROBABILITY OF LOSING A JOB DURING THE NEXT 5 YEARS - MEAN THREE MONTH MOVING AVERAGES

All	21	20	20	20	20	20	20	20	19	19	19	19	19
Age 18 to 44 Age 45 to 64	26 23	24 22	25 22	24 23	23 24	23 24	24 24	25 23	25 21	24 22	23 22	24 21	24 19
Age 65+	8	7	9	9	9	7	7	6	5	5	5	6	8
Income Bottom Third	22	20	21	21	22	22	22	20	19	19	20	20	19
Income Middle Third	20	20	20	21	20	20	19	19	18	18	19	19	19
Income Top Third	20	20	19	19	19	19	20	20	20	18	18	18	18

The question was:

"During the next 5 years, what do you think the chances are that you (or your husband/wife) will lose a job you wanted to keep?"

CHART 17: PROBABILITY OF LOSING A JOB DURING THE NEXT 5 YEARS

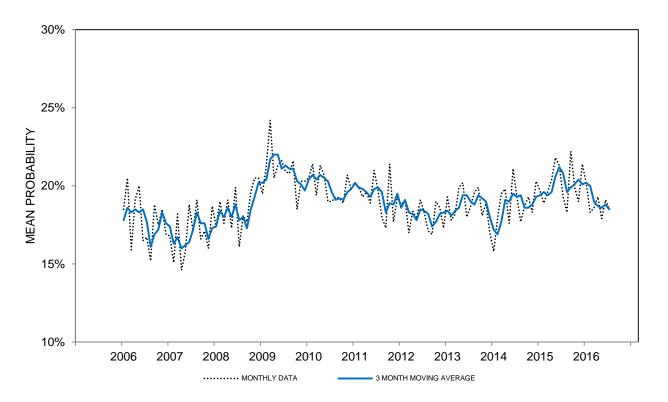
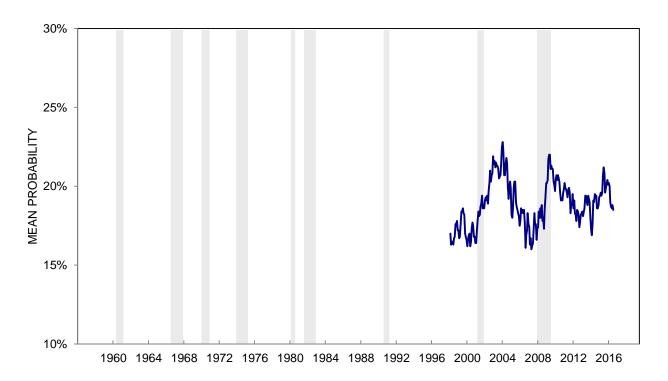


CHART 17: PROBABILITY OF LOSING A JOB DURING THE NEXT 5 YEARS



**TABLE 18** 

# PROBABILITY THAT SOCIAL SECURITY AND PENSIONS WILL PROVIDE ADEQUATE RETIREMENT INCOME

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	2015	2015	2015	2015	2015	2015	2016	2016	2016	2016	2016	2016	2016
0%	20%	20%	23%	23%	24%	21%	22%	20%	22%	23%	21%	21%	22%
1 - 24%	26	22	27	22	23	27	27	30	25	24	26	28	24
25 - 49%	13	15	12	12	12	14	11	13	11	11	14	10	12
50%	17	14	13	15	16	12	14	12	15	14	13	13	16
51 - 74%	7	8	7	8	6	7	7	5	8	6	8	5	7
75 - 99%	11	15	12	14	14	13	12	15	12	16	13	17	12
100%	5	5	5	5	5	5	5	4	6	5	5	4	6
DK, NA	1	1	1	1	*	1	2	1	1	1	*	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
MEAN	36	37	34	37	36	34	34	34	35	36	35	35	35

# PROBABILITY THAT SOCIAL SECURITY AND PENSIONS WILL PROVIDE ADEQUATE RETIREMENT INCOME - MEAN THREE MONTH MOVING AVERAGES

All	36	36	36	36	35	36	35	34	35	35	35	35	35
Age 18 to 44	32	33	32	33	32	33	34	33	33	33	33	32	34
Age 45 to 64	37	36	36	36	36	36	35	35	35	34	35	36	37
Age 65+	40	41	42	42	40	39	36	36	37	40	41	40	35
Income Bottom Third	32	31	31	32	30	30	30	31	32	31	30	27	27
Income Middle Third	35	37	36	34	33	34	35	34	35	35	36	36	36
Income Top Third	41	40	40	42	43	42	39	38	38	41	41	42	42

The question was:

"What do you think the chances are that when you retire, your income from Social Security and job pensions will be adequate to maintain your living standards?"

### CHART 18: PROBABILITY THAT SOCIAL SECURITY AND PENSIONS WILL PROVIDE ADEQUATE RETIREMENT INCOME

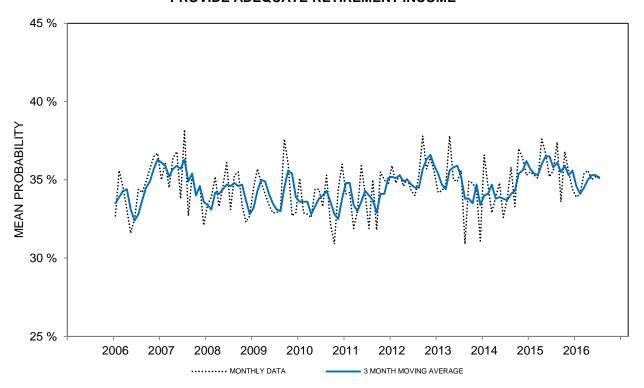
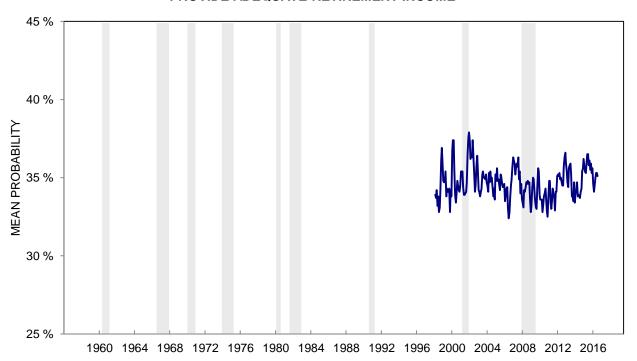


CHART 18: PROBABILITY THAT SOCIAL SECURITY AND PENSIONS WILL PROVIDE ADEQUATE RETIREMENT INCOME



CHANGE IN LIKELIHOOD OF A COMFORTABLE RETIREMENT COMPARED WITH 5 YEARS AGO

**TABLE 19** 

	Jul 2015	Aug 2015	•	Oct 2015	Nov 2015	Dec 2015		Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016	
GONE UP	23%	26%	18%	25%	23%	24%	23%	24%	25%	24%	25%	22%	26%	
STAY THE SAME	46	44	42	41	46	45	43	45	43	45	46	46	41	
GONE DOWN	30	30	39	33	31	31	34	30	31	31	29	32	33	
DK, NA	1	*	1	1	*	*	*	1	1	*	*	*	*	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538	
INDEX SCORE	93	96	79	92	92	93	89	94	94	93	96	90	93	

# CHANGE IN LIKELIHOOD OF A COMFORTABLE RETIREMENT COMPARED WITH 5 YEARS AGO - INDEX SCORE THREE MONTH MOVING AVERAGES

All	92	95	89	89	88	92	91	92	92	94	94	93	93
Age 18 to 44	94	97	93	94	93	97	99	99	101	103	103	99	97
Age 45 to 64	92	97	90	87	84	88	87	90	91	90	90	94	95
Age 65+	89	89	82	84	85	91	86	83	80	81	84	80	81
Income Bottom Third	77	77	70	73	74	77	75	76	76	77	78	77	82
Income Middle Third	85	94	88	86	82	90	89	89	89	92	92	89	87
Income Top Third	114	114	111	110	110	111	110	111	113	114	113	113	110

The question was: "Compared with 5 years ago, do you think the chances that you (and your

husband/wife) will have a comfortable retirement have gone up, gone down, or

remained about the same?"

<sup>\*:</sup> Less than half of one percent. Index Score is the percent favorable minus the percent unfavorable plus 100

### CHART 19: CHANGE IN LIKELIHOOD OF A COMFORTABLE RETIREMENT COMPARED WITH 5 YEARS AGO

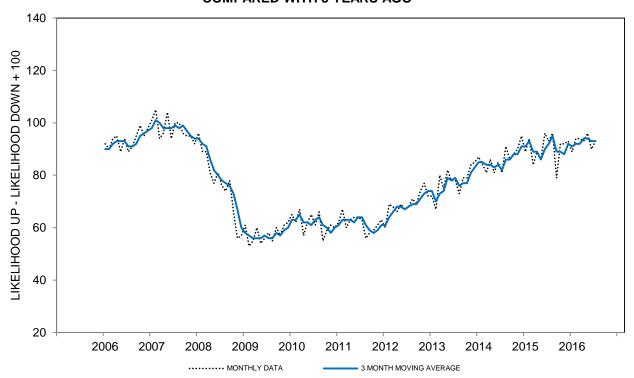
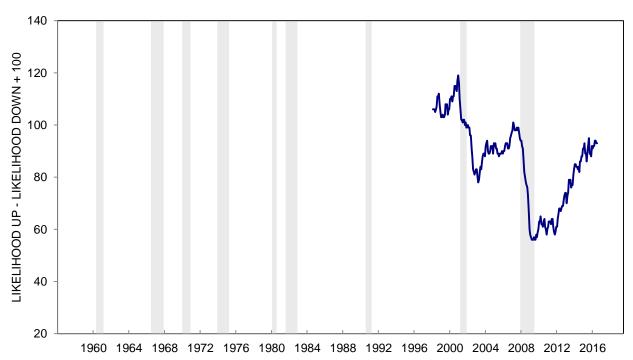


CHART 19: CHANGE IN LIKELIHOOD OF A COMFORTABLE RETIREMENT COMPARED WITH 5 YEARS AGO



**TABLE 20** PROBABILITY OF INCREASE IN STOCK MARKET PRICES IN THE NEXT YEAR

	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
0%	3%	3%	5%	3%	4%	2%	6%	3%	2%	2%	3%	2%	2%
1 - 24%	13	15	17	17	18	15	20	21	20	21	14	16	17
25 - 49%	8	6	12	9	11	10	10	11	7	9	13	12	9
50%	20	19	19	18	18	18	21	17	19	18	22	20	22
51 - 74%	15	16	16	16	19	20	15	16	14	14	14	18	16
75 - 99%	32	33	25	30	24	28	21	22	29	29	27	25	26
100%	6	7	5	6	4	6	6	8	7	5	7	7	8
DK, NA	3	1	1	1	2	1	1	2	2	2	*	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	333	369	321	344	327	315	322	320	336	344	367	339	356
MEAN	59	58	52	56	52	56	50	51	55	53	55	54	55

#### PROBABILITY OF INCREASE IN STOCK MARKET PRICES IN THE NEXT YEAR - MEAN THREE MONTH MOVING AVERAGES

All	60	60	56	55	53	55	53	52	52	53	54	54	55
Age 18 to 44	63	63	60	60	58	59	58	58	57	58	59	59	59
Age 45 to 64	61	61	56	53	50	52	50	49	49	50	52	53	54
Age 65+	53	52	49	50	49	52	49	48	48	49	49	49	48
Income Bottom Third	55	55	50	54	52	53	46	44	42	46	51	52	52
Income Middle Third	59	60	55	52	48	51	52	54	53	51	51	51	52
Income Top Third	63	62	59	59	58	59	57	56	55	56	58	58	58

The question was:

"Suppose that tomorrow someone were to invest one thousand dollars in a type of mutual fund known as a diversified stock fund.

What do you think is the percent chance that this one thousand dollar

investment will increase in value in the year ahead, so that it is worth more than

one thousand dollars one year from now?"

CASES is the number of respondents who owned stock

### CHART 20: PROBABILITY OF AN INCREASE IN STOCK MARKET PRICE IN THE NEXT YEAR

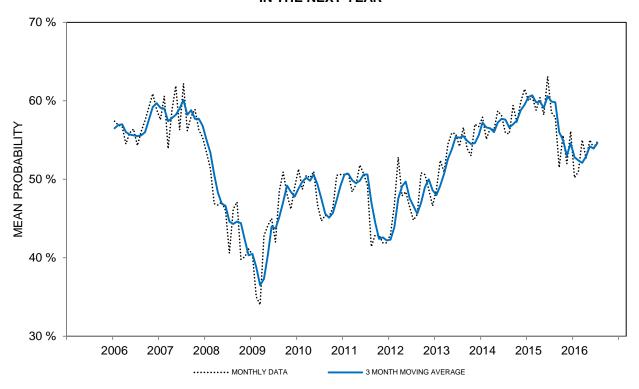
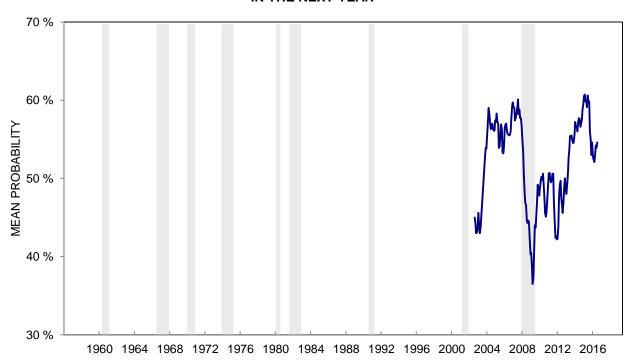


CHART 20: PROBABILITY OF AN INCREASE IN STOCK MARKET PRICE IN THE NEXT YEAR



**TABLE 21** 

#### **CURRENT VALUE OF STOCK MARKET INVESTMENTS**

#### **THREE MONTH MOVING AVERAGES**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	2015	2015	2015	2015	2015	2015	2016	2016	2016	2016	2016	2016	2016
UNDER \$10,000	9%	9%	9%	10%	10%	10%	9%	11%	11%	12%	11%	10%	11%
\$10,000-24,999	9	9	9	9	10	10	11	9	8	8	8	9	9
\$25,000-49,999	10	10	9	7	8	9	10	12	11	10	9	8	9
\$50,000-99,999	14	12	14	12	11	9	11	12	13	12	12	12	12
\$100,000-199,999	14	14	13	12	13	13	14	13	12	13	13	14	15
\$200.000-499,999	16	17	16	20	19	19	17	17	17	18	19	19	16
\$500,000 AND UP	15	17	16	16	15	16	15	14	14	14	14	15	15
DK/NA	13	12	14	14	14	14	13	12	14	13	14	13	13
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100
CASES	952	1015	1023	1034	992	986	964	957	978	1000	1047	1050	1062
MEDIAN (1,000's)	99	115	114	132	117	118	100	89	86	99	112	114	99
25th PERCENTILE (1,000's)	31	32	32	31	29	26	27	27	28	28	30	29	28
75th PERCENTILE (1,000's) INTERQUARTILE	291	331	330	352	326	329	293	275	273	285	305	300	286
RANGE (75th-25th) (1,000's)	259	300	297	321	297	303	266	248	246	257	276	270	258

### CURRENT VALUE OF STOCK MARKET INVESTMENTS - MEDIAN THREE MONTH MOVING AVERAGES

All	99	115	114	132	117	118	100	89	86	99	112	114	99
Age 18 to 44	35	36	42	43	40	37	37	37	38	41	47	50	47
Age 45 to 64	162	178	161	182	179	210	178	170	144	164	178	175	164
Age 65+	209	227	226	245	250	230	231	224	231	228	260	250	216
Income Bottom Third	42	36	28	23	19	19	25	25	27	25	28	28	27
Income Middle Third	59	63	62	63	58	51	50	48	48	54	66	74	65
Income Top Third	205	224	214	236	235	247	226	212	194	209	212	216	199

The questions were:

"Do you (or any member of your family living there) have any investments in the stock market, including any publicly traded stock that is directly owned, stocks in mutual funds, stocks in any of your retirement accounts, including 401(K)s, IRAs, or Keogh accounts?"

"Considering all of your (family's) investments in the stock market, overall about how much would your investments be worth today?"

CASES is the number of respondents who owned stock

CHART 21: CURRENT VALUE OF STOCK MARKET INVESTMENTS (NOMINAL THOUSANDS)

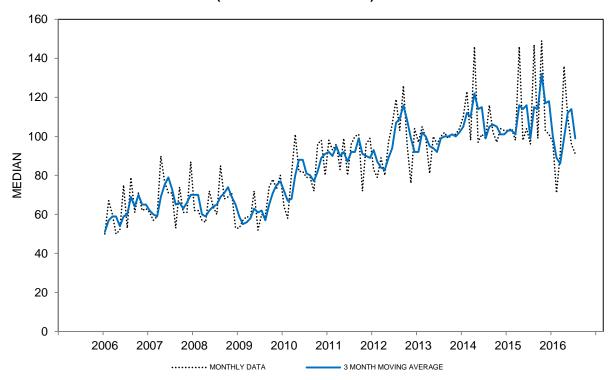
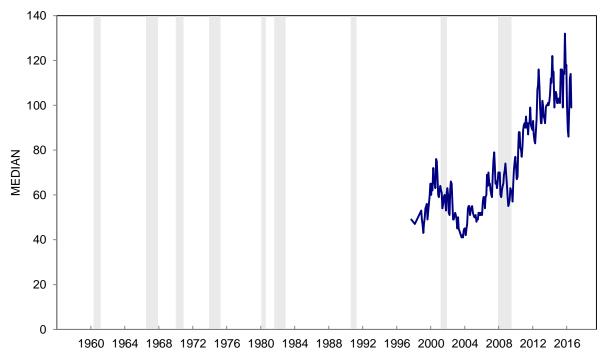


CHART 21: CURRENT VALUE OF STOCK MARKET INVESTMENTS (NOMINAL THOUSANDS)



**TABLE 22** 

#### **CURRENT MARKET VALUE OF PRIMARY RESIDENCE**

#### THREE MONTH MOVING AVERAGES

	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
UNDER \$100,000	17%	16%	15%	15%	15%	14%	13%	13%	14%	15%	15%	15%	14%
\$100,000-199,999	25	25	27	28	28	27	26	28	27	28	27	27	27
200,000-299,999	22	21	21	19	20	21	22	21	20	19	21	22	23
300,000-399,999	9	10	11	11	11	11	12	13	14	13	13	12	11
400,00-499,999	8	7	6	6	7	7	6	7	7	8	8	9	7
500,000+	14	16	14	14	15	15	15	13	13	12	13	13	13
DK/NA	5	5	6	7	4	5	6	5	5	5	3	2	5
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100
CASES	1027	1080	1085	1088	1045	1045	1038	1059	1105	1125	1144	1119	1130
MEDIAN (1,000's)	215	221	214	208	210	213	222	214	219	217	224	217	217
25th PERCENTILE (1,000's)	127	135	136	134	135	139	143	137	134	128	132	131	137
75th PERCENTILE (1,000's)	360	371	354	364	377	368	364	344	351	351	355	362	352
INTERQUARTILE RANGE (75th-25th) (1,000's)	233	235	218	230	242	229	221	207	217	223	223	231	214

# CURRENT MARKET VALUE OF PRIMARY RESIDENCE - MEDIAN THREE MONTH MOVING AVERAGES

All	215	221	214	208	210	213	222	214	219	217	224	217	217
Age 18 to 44 Age 45 to 64	197 231	203 236	192 223	189 212	188 217	199 222	206 232	203 224	202 230	208 239	208 253	208 238	195 233
Age 65+	211	218	219	229	233	232	237	221	227	206	207	210	211
Income Bottom Third	114	124	120	112	105	117	130	135	123	107	109	117	123
Income Middle Third	182	185	178	178	183	185	194	183	182	174	179	180	182
Income Top Third	327	327	313	308	315	312	306	303	315	325	330	330	320

The question was: "What is the current market value of your home? (If you sold it today,

how much would it bring in?) "

CASES is the number of respondents who owned homes

### CHART 22: CURRENT MARKET VALUE OF PRIMARY RESIDENCE (NOMINAL THOUSANDS)

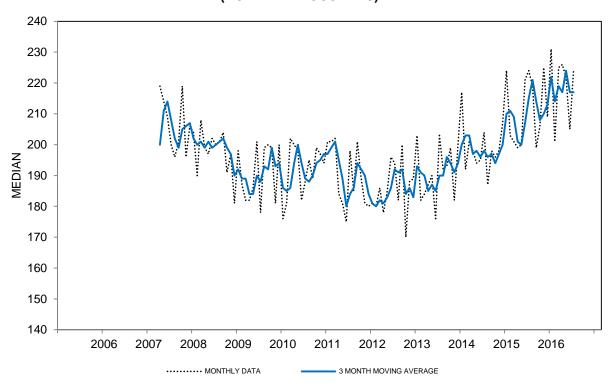


CHART 22: CURRENT MARKET VALUE OF PRIMARY RESIDENCE (NOMINAL THOUSANDS)

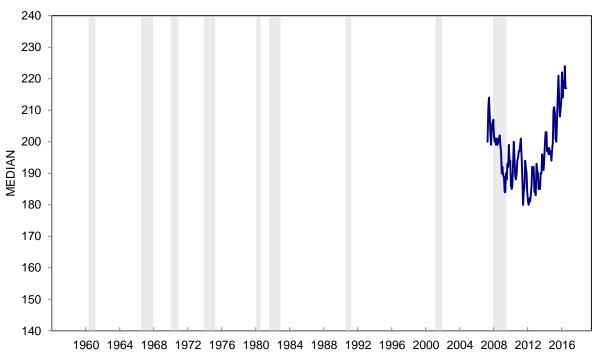


TABLE 23

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	2015	2015	2015	2015	2015	2015	2016	2016	2016	2016	2016	2016	2016
FAVORABLE NEWS	41%	43%	33%	34%	39%	41%	35%	36%	31%	32%	37%	35%	27%
UNFAVORABLE NEWS	53	57	68	66	60	61	71	74	59	69	58	55	64
NO MENTIONS	40	38	37	41	41	40	34	35	46	41	40	45	44
INDEX SCORE	88	86	65	68	79	80	64	62	72	63	79	80	63

# NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS - INDEX SCORE THREE MONTH MOVING AVERAGES

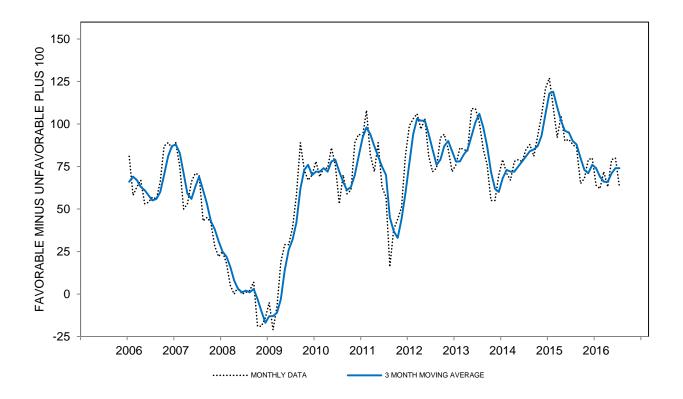
All	90	88	80	73	71	76	74	69	66	66	71	74	74
Age 18 to 44	101	99	91	85	82	86	83	78	78	76	82	83	82
Age 45 to 64	82	79	70	65	61	65	65	60	60	58	67	69	73
Age 65+	84	87	75	66	66	74	75	67	57	58	59	65	61
Income Bottom Third	92	91	80	78	76	77	71	66	67	66	76	77	80
Income Middle Third	84	83	76	63	63	76	83	75	70	65	71	72	77
Income Top Third	94	92	85	81	76	78	72	65	61	64	68	75	69

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

May add to more than 100% due to multiple mentions.

Index Score is the percent favorable minus the percent unfavorable plus 100

**CHART 23: NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS** 



**CHART 23: NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS** 

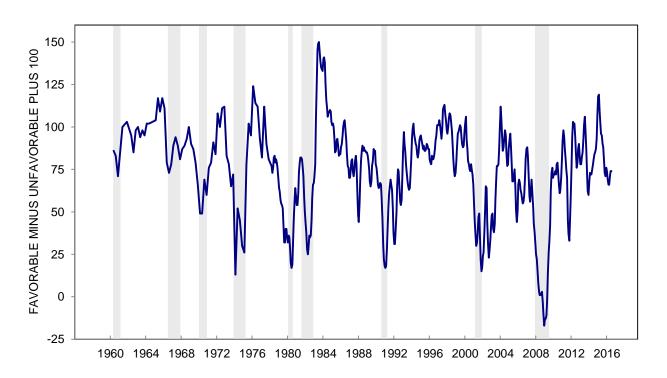


TABLE 24
SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
FAVORABLE NEWS:	2013	2013	2013	2013	2013	2013	2010	2010	2010	2010	2010	2010	2010
Government; elections	6%	4%	2%	3%	2%	3%	2%	3%	2%	3%	3%	2%	3%
Employment	22	21	18	17	19	18	15	17	16	16	18	18	14
Higher consumer demand	2	4	2	2	3	3	3	3	3	2	3	3	3
Lower prices	3	3	3	4	3	5	8	8	3	4	4	2	1
Easier credit	2	2	1	1	4	2	1	*	1	1	1	1	1
Stock market	2	3	3	2	3	2	1	1	2	2	3	3	1
Trade; global economy	1	2	*	1	*	1	1	*	*	*	*	*	2
UNFAVORABLE NEWS:													
Government; elections	14	15	11	14	13	15	12	11	10	18	16	14	16
Unemployment	16	19	20	21	22	22	19	21	21	28	23	21	16
Lower consumer demand	3	4	3	3	4	4	3	4	4	4	2	3	3
Higher prices	4	2	3	2	2	3	1	1	2	2	2	2	2
Tighter credit	1	1	2	3	2	4	3	3	1	1	2	2	1
Energy crisis	*	*	*	*	*	1	*	*	*	*	*	1	*
Stock market	5	4	16	8	4	3	14	10	8	4	4	2	4
Trade; global economy	7	5	8	8	4	1	8	6	3	2	2	3	15

# SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS EMPLOYMENT - UNEMPLOYMENT (THREE MONTH MOVING AVERAGES)

All	4	5	2	-1	-3	-4	-4	-4	-4	-7	-7	-7	-3
Age 18 to 44	4	8	6	3	1	-2	-5	-7	-4	-5	-3	-3	2
Age 45 to 64	5	3	-1	-6	-8	-8	-5	-3	-4	-7	-9	-9	-5
Age 65+	3	3	0	-3	-2	1	1	-1	-8	-12	-15	-11	-11
Income Bottom Third	0	0	-4	-6	-6	-7	-10	-9	-7	-8	-7	-9	-4
Income Middle Third	2	2	0	-4	-5	-6	-2	-2	-3	-8	-10	-7	-2
Income Top Third	10	13	11	7	3	2	1	-2	-4	-6	-5	-6	-4

#### GOVERNMENT FAVORABLE - UNFAVORABLE (THREE MONTH MOVING AVERAGES)

All	-11	-10	-9	-10	-10	-11	-11	-10	-9	-10	-12	-13	-13
Age 18 to 44	-5	-7	-5	-6	-6	-6	-6	-5	-5	-6	-8	-10	-11
Age 45 to 64	-14	-12	-11	-12	-14	-17	-16	-14	-10	-12	-13	-16	-14
Age 65+	-16	-14	-14	-16	-15	-15	-14	-11	-13	-14	-17	-16	-16
Income Bottom Third	-8	-6	-6	-7	-8	-10	-11	-10	-9	-9	-8	-9	-9
Income Middle Third	-12	-14	-12	-14	-12	-11	-9	-10	-9	-10	-11	-14	-13
Income Top Third	-13	-10	-11	-10	-13	-14	-14	-9	-6	-10	-16	-16	-14

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

May add to more than 100% due to multiple mentions.

<sup>\*:</sup> Less than half of one percent.

### CHART 24A: NEWS HEARD ABOUT PRICE CHANGES (%LOW PRICES - %HIGH PRICES)

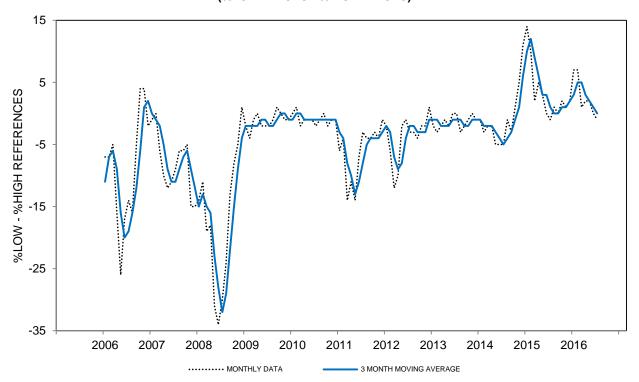
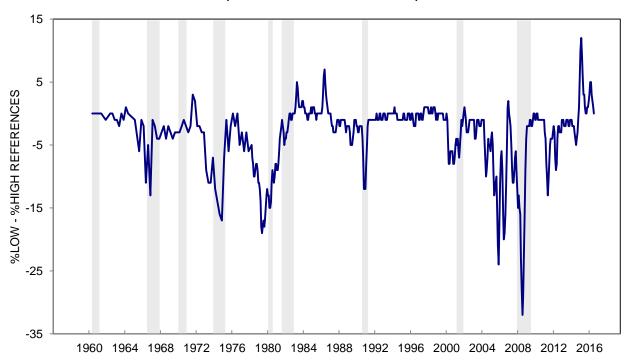
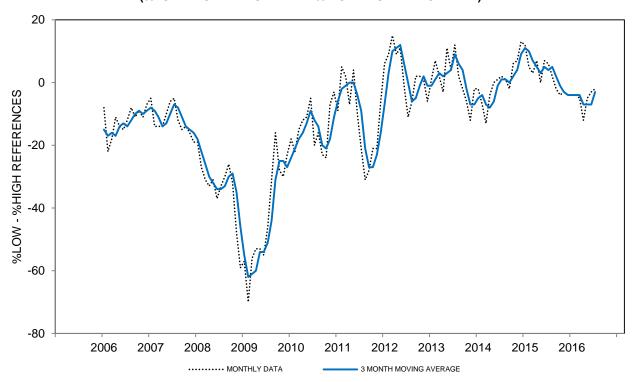


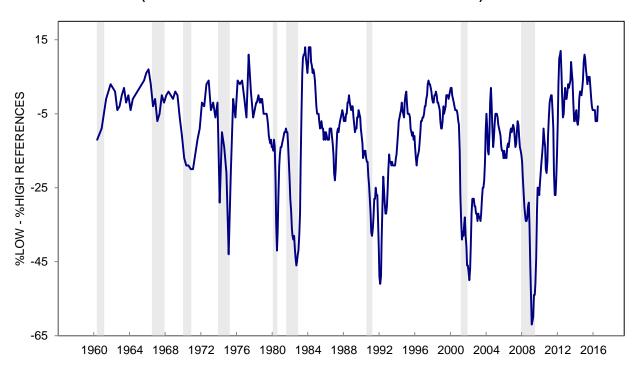
CHART 24A: NEWS HEARD ABOUT PRICE CHANGES (%LOW PRICES - %HIGH PRICES)



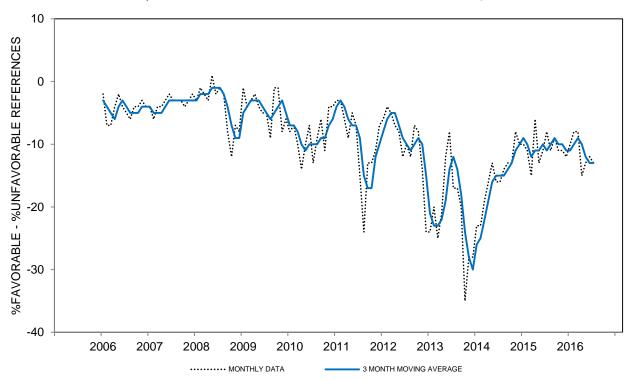
### CHART 24B: NEWS HEARD ABOUT CHANGE IN EMPLOYMENT CONDITIONS (%LOWER UNEMPLOYMENT - %HIGHER UNEMPLOYMENT)



### CHART 24B: NEWS HEARD ABOUT CHANGE IN EMPLOYMENT CONDITIONS (%LOWER UNEMPLOYMENT - %HIGHER UNEMPLOYMENT)



### CHART 24C: NEWS HEARD ABOUT GOVERNMENT ECONOMIC POLICIES (%FAVORABLE MENTIONS - %UNFAVORABLE MENTIONS)



### CHART 24C: NEWS HEARD ABOUT GOVERNMENT ECONOMIC POLICIES (%FAVORABLE MENTIONS - %UNFAVORABLE MENTIONS)

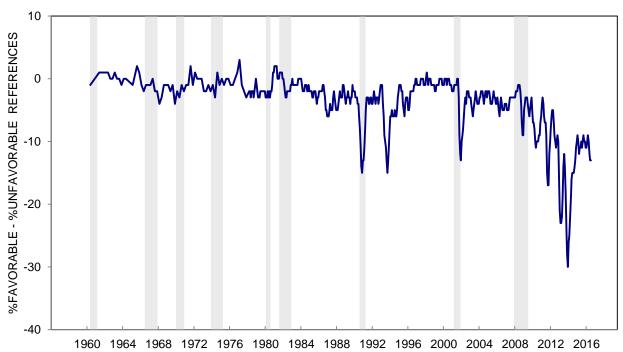


TABLE 25

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

	Jul 2015	U			Nov 2015					Apr 2016	May 2016	Jun 2016	Jul 2016
BETTER NOW	60%	55%	50%	53%	51%	50%	49%	50%	47%	50%	53%	50%	49%
SAME	11	11	13	9	11	13	11	11	13	11	14	12	12
WORSE NOW	27	33	36	37	36	36	39	37	36	38	31	36	38
DK, NA	2	1	1	1	2	1	1	2	4	1	2	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
INDEX SCORE	133	122	114	116	115	114	110	113	111	112	122	114	111

# CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO - INDEX SCORE THREE MONTH MOVING AVERAGES

All	132	132	123	117	115	115	113	112	111	112	115	116	116
Age 18 to 44	149	149	142	140	137	134	130	130	132	130	132	131	134
Age 45 to 64	125	123	113	106	104	105	104	104	104	103	106	109	111
Age 65+	117	118	106	96	92	96	97	95	87	95	97	100	91
Income Bottom Third	125	120	114	112	115	109	102	100	106	110	116	113	112
Income Middle Third	132	134	124	113	109	116	122	123	117	110	111	110	115
Income Top Third	142	143	135	130	126	122	118	116	115	117	119	126	122

The question was: "Would you say that at the present time business conditions are better or

worse than they were a year ago?"

<sup>\*:</sup> Less than half of one percent. Index Score is the percent favorable minus the percent unfavorable plus 100

CHART 25: CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

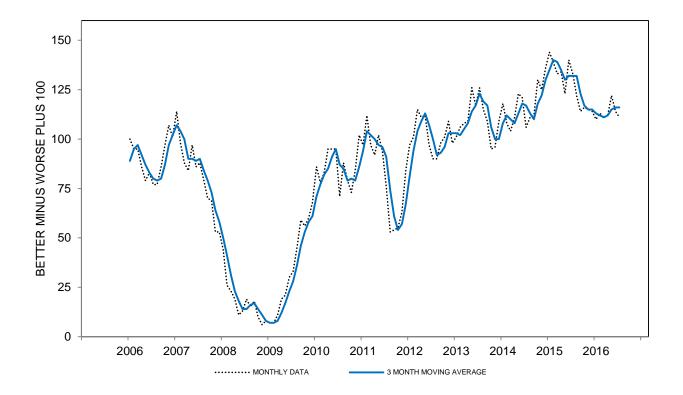


CHART 25: CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

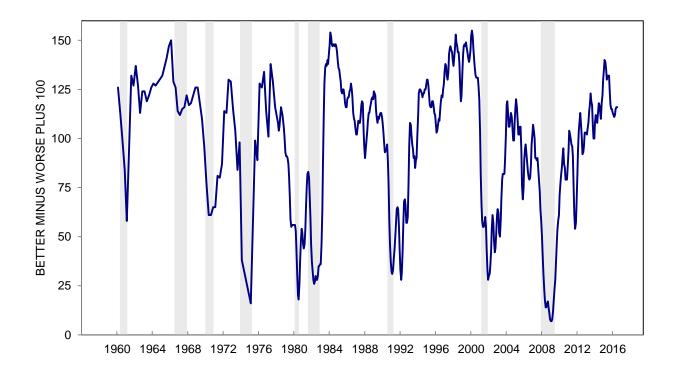


TABLE 26
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
	2015	2015	2015	2015	2015	2015	2016	2016	2016	2016	2016	2016	2016	
BETTER	26%	24%	21%	21%	20%	21%	24%	23%	23%	20%	24%	24%	22%	
SAME	52	53	53	55	59	58	51	55	54	55	55	50	52	
WORSE	20	21	25	21	18	18	20	19	19	22	18	21	23	
DK, NA	2	2	1	3	3	3	5	3	4	3	3	5	3	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538	
INDEX SCORE	106	103	96	100	102	103	104	104	104	98	106	103	99	

# EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR - INDEX SCORE THREE MONTH MOVING AVERAGES

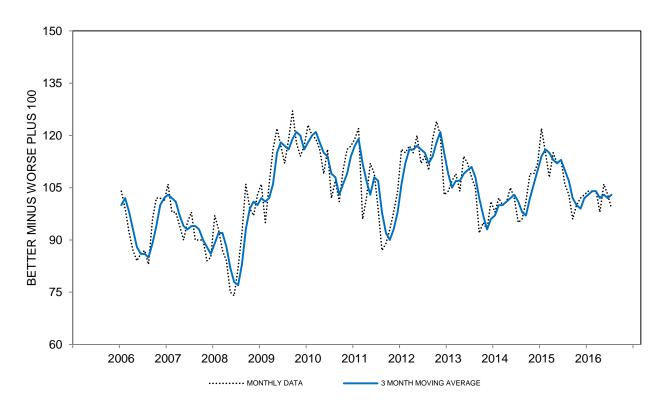
All	110	107	102	100	99	102	103	104	104	102	103	102	103
Age 18 to 44	120	116	109	106	107	112	113	111	107	104	105	106	106
Age 45 to 64	105	101	96	91	93	95	97	98	100	100	101	102	103
Age 65+	103	103	99	101	94	94	94	101	104	103	100	96	97
Income Bottom Third	111	107	104	100	100	101	101	101	101	100	103	101	104
Income Middle Third	112	107	99	99	99	105	106	108	107	103	101	99	97
Income Top Third	111	110	105	103	100	101	102	103	103	102	103	107	106

The question was:

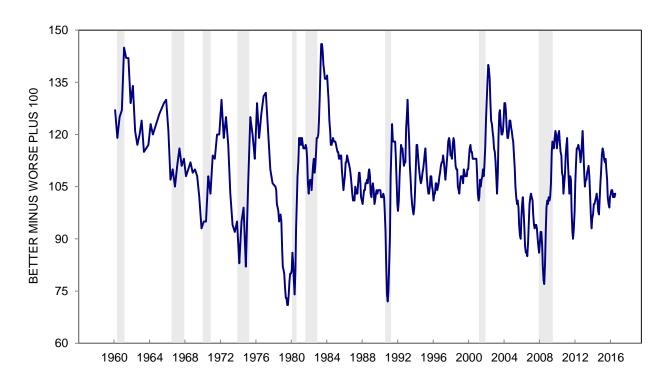
"And how about a year from now, do you expect that in the country as a whole business conditions will be better or worse than they are at present, or just about the same?"

<sup>\*:</sup> Less than half of one percent. Index Score is the percent favorable minus the percent unfavorable plus 100

CHART 26: EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR



**CHART 26: EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR** 



**TABLE 27** 

#### TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	2015	2015	2015	2015	2015	2015	2016	2016	2016	2016	2016	2016	2016
TREND:													
Continuous increase (a)	22%	19%	15%	15%	15%	17%	17%	15%	14%	14%	18%	15%	15%
Intermittent increase (b)	35	32	31	31	33	30	27	31	29	30	32	27	30
Remain unchanged (c)	8	7	9	7	7	9	7	7	7	8	8	8	7
Intermittent decline (d)	13	18	18	19	22	22	21	19	20	20	20	19	20
Continuous decline (e)	13	14	17	13	12	12	13	13	11	14	10	11	14
Mixed change (f)	6	8	8	11	6	6	9	10	11	10	8	13	10
DK, NA	3	2	2	4	5	4	6	5	8	4	4	7	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
INDEX SCORE	131	119	111	114	114	113	110	114	112	110	120	112	111

# TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS - INDEX SCORE THREE MONTH MOVING AVERAGES

All	131	130	120	115	113	114	112	112	112	112	114	114	114
Age 18 to 44	147	148	139	135	133	133	130	130	131	128	131	129	132
Age 45 to 64	123	120	109	103	103	104	104	104	104	102	105	108	111
Age 65+	117	118	107	98	95	97	97	96	92	99	100	99	90
Income Bottom Third	126	121	113	110	113	109	102	100	105	109	116	112	113
Income Middle Third	130	131	121	112	108	115	121	123	119	111	111	108	112
Income Top Third	139	140	130	125	122	119	116	115	114	116	118	124	121

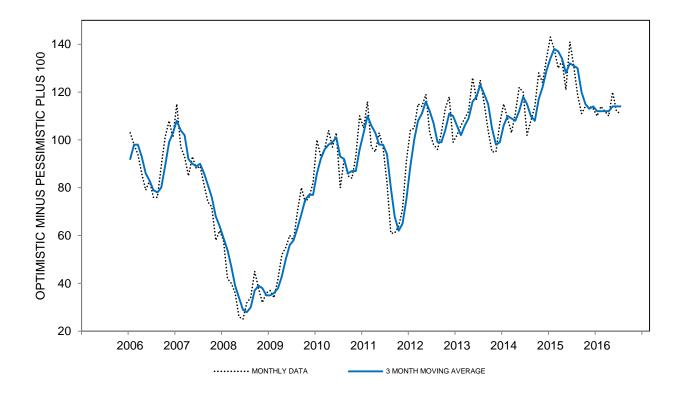
Combination of the responses to the questions on Tables 25 and 26.

Key: (a) Better than a year ago/Better a year from now

- (b) Better/Same or Same/Better
- (c) Same/Same
- (d) Worse/Same or Same/Worse
- (e) Worse/Worse
- (f) Worse/Better or Better/Worse

Index Score is the percent favorable minus the percent unfavorable plus 100

**CHART 27: TREND IN PAST AND EXPECTED BUSINESS CONDITIONS** 



**CHART 27: TREND IN PAST AND EXPECTED BUSINESS CONDITIONS** 

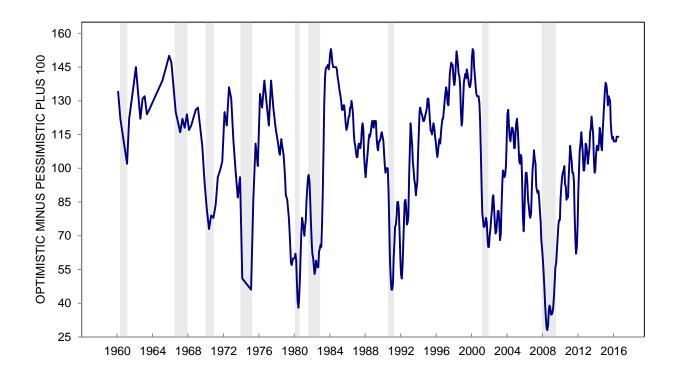


TABLE 28

BUSINESS CONDITIONS EXPECTED DURING THE NEXT YEAR

	Jul 2015	Aug 2015	'	Oct 2015		Dec 2015		Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
GOOD TIMES	51%	48%	43%	44%	45%	44%	46%	41%	41%	39%	44%	40%	38%
UNCERTAIN	2	5	4	4	5	3	6	6	8	9	8	11	8
BAD TIME	36	37	43	43	39	41	39	44	41	44	37	36	47
DON'T KNOW	3	3	4	3	4	4	3	2	4	2	2	4	2
NA	8	7	6	6	7	8	6	7	6	6	9	9	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
INDEX SCORE	115	111	100	101	106	103	107	97	100	95	107	104	91

# BUSINESS CONDITIONS EXPECTED DURING THE NEXT YEAR - INDEX SCORE THREE MONTH MOVING AVERAGES

All	118	117	109	104	102	103	105	102	101	97	101	102	101
Age 18 to 44	135	136	129	125	123	124	129	127	122	116	118	120	118
Age 45 to 64	110	107	98	92	89	90	91	89	92	89	94	99	98
Age 65+	102	101	90	86	85	88	88	84	80	78	80	77	76
Income Bottom Third	112	110	104	100	100	100	99	96	92	88	92	93	94
Income Middle Third	117	115	104	97	95	102	112	112	110	100	98	97	100
Income Top Third	127	127	119	117	113	107	105	101	105	106	112	114	109

The question was:

"Now turning to business conditions in the country as a whole -- do you think that during the next 12 months we'll have good times financially, or bad times or what?"

<sup>\*:</sup> Less than half of one percent. Index Score is the percent favorable minus the percent unfavorable plus 100

**CHART 28: BUSINESS CONDITIONS EXPECTED DURING THE NEXT YEAR** 

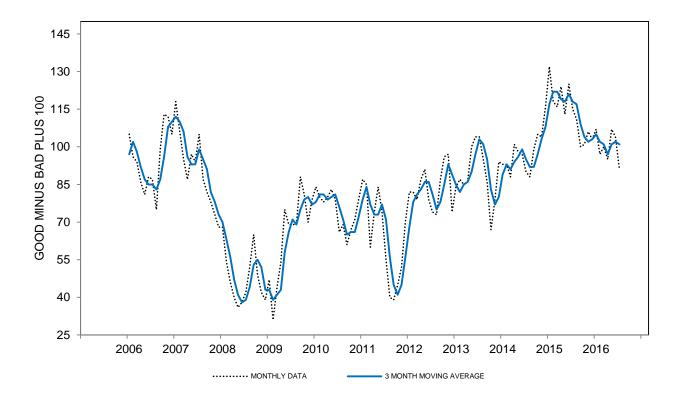


CHART 28: BUSINESS CONDITIONS EXPECTED DURING THE NEXT YEAR

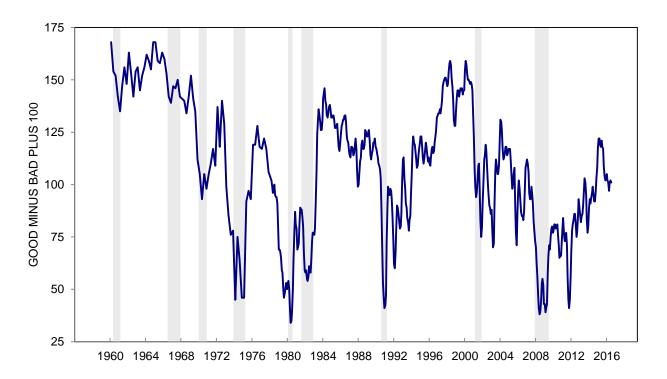


TABLE 29
BUSINESS CONDITIONS EXPECTED DURING THE NEXT 5 YEARS

	Jul 2015	Aug 2015		Oct 2015		Dec 2015			Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
GOOD TIMES	46%	43%	41%	46%	47%	47%	45%	46%	45%	42%	47%	45%	43%
UNCERTAIN	8	11	9	7	10	9	11	11	8	10	11	11	7
BAD TIME	45	43	48	45	42	42	43	42	45	47	41	43	48
NA	1	3	2	2	1	2	1	1	2	1	1	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
INDEX SCORE	101	100	93	101	105	105	102	104	100	95	106	102	95

### BUSINESS CONDITIONS EXPECTED DURING THE NEXT 5 YEARS - INDEX SCORE THREE MONTH MOVING AVERAGES

All	102	102	98	98	100	104	104	104	102	100	100	101	101
Age 18 to 44	114	118	113	115	119	123	122	115	110	107	111	113	111
Age 45 to 64	98	92	86	84	87	90	91	95	94	93	93	99	101
Age 65+	90	90	91	91	86	90	92	97	100	97	94	85	83
Income Bottom Third	88	91	85	89	91	95	93	91	92	95	95	93	88
Income Middle Third	103	99	97	93	96	110	116	116	109	103	99	99	98
Income Top Third	119	116	113	114	114	109	105	103	105	103	110	113	116

The question was: "Looking ahead, which would you say is more likely -- that in the country

as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

<sup>\*:</sup> Less than half of one percent. Index Score is the percent favorable minus the percent unfavorable plus 100

CHART 29: BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

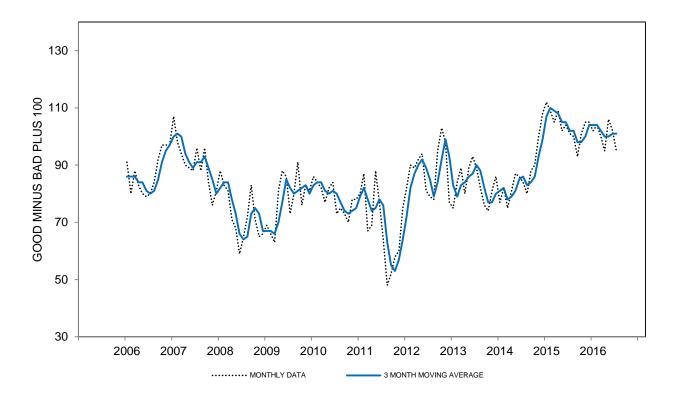


CHART 29: BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

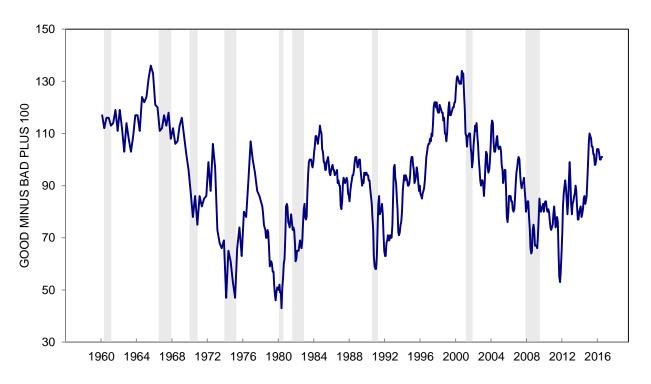


TABLE 30

EXPECTED CHANGE IN UNEMPLOYMENT DURING THE NEXT YEAR

	Jul 2015	Aug 2015			Nov 2015				Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
LESS	21%	24%	19%	20%	22%	21%	18%	19%	20%	16%	21%	18%	17%
SAME	53	51	52	52	55	53	52	54	54	52	54	54	51
MORE	25	25	27	27	21	25	29	26	26	31	24	28	31
DK, NA	1	*	2	1	2	1	1	1	*	1	1	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
INDEX SCORE	96	99	92	93	101	96	89	93	94	85	97	90	86

### EXPECTED CHANGE IN UNEMPLOYMENT DURING THE NEXT YEAR - INDEX SCORE THREE MONTH MOVING AVERAGES

All	101	100	96	95	95	97	95	93	92	91	92	91	91
Age 18 to 44	105	105	104	107	107	105	101	97	99	99	99	95	95
Age 45 to 64	99	97	90	88	88	90	88	87	85	84	87	93	94
Age 65+	98	97	89	84	87	92	97	93	90	86	85	80	82
Income Bottom Third	94	92	88	90	92	94	92	90	89	87	88	86	87
Income Middle Third	104	102	98	97	96	98	96	94	92	89	89	86	87
Income Top Third	107	107	100	98	97	98	97	94	94	95	99	100	99

The question was:

"How about people out of work during the coming 12 months -- do you think that there will be more unemployment than now, about the same, or less?"

<sup>\*:</sup> Less than half of one percent. Index Score is the percent favorable minus the percent unfavorable plus 100

CHART 30: EXPECTED CHANGE IN UNEMPLOYMENT DURING THE NEXT YEAR

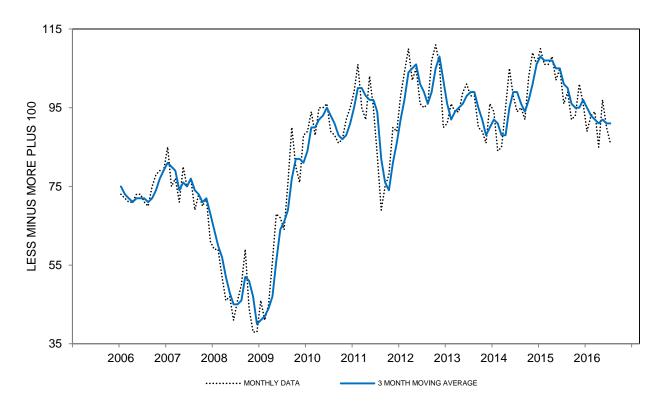


CHART 30: EXPECTED CHANGE IN UNEMPLOYMENT DURING THE NEXT YEAR

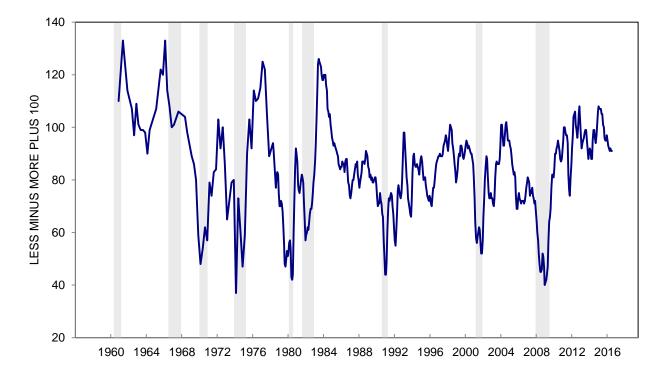


TABLE 31

EXPECTED CHANGE IN INTEREST RATES DURING THE NEXT YEAR

	Jul 2015	Aug 2015	'	Oct 2015		Dec 2015			Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
GO UP	57%	63%	63%	61%	60%	69%	68%	55%	63%	63%	56%	60%	53%
STAY THE SAME	34	31	30	32	34	26	24	36	29	31	37	32	39
GO DOWN	8	5	6	6	5	4	7	8	7	6	6	7	7
DK, NA	1	1	1	1	1	1	1	1	1	*	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
INDEX SCORE	51	42	43	45	45	35	39	53	44	43	50	47	54

# EXPECTED CHANGE IN INTEREST RATES DURING THE NEXT YEAR - INDEX SCORE THREE MONTH MOVING AVERAGES

All	47	45	45	43	44	42	40	42	45	47	46	47	50
Age 18 to 44	49	48	51	50	49	45	41	45	47	50	48	49	47
Age 45 to 64	47	45	44	41	42	40	41	43	46	44	43	44	54
Age 65+	46	41	39	36	40	36	34	36	42	46	46	46	49
Income Bottom Third	50	51	54	48	46	43	44	48	51	50	50	51	52
Income Middle Third	43	42	43	47	48	44	39	42	42	48	46	48	50
Income Top Third	44	39	39	35	38	37	34	37	41	42	41	41	48

The question was: "No one can say for sure, but what do you think will happen to interest rates

for borrowing money during the next 12 months -- will they go up, stay the

same, or go down?"

Index Score is the percent favorable minus the percent unfavorable plus 100

CHART 31: EXPECTED CHANGE IN INTEREST RATES DURING THE NEXT YEAR

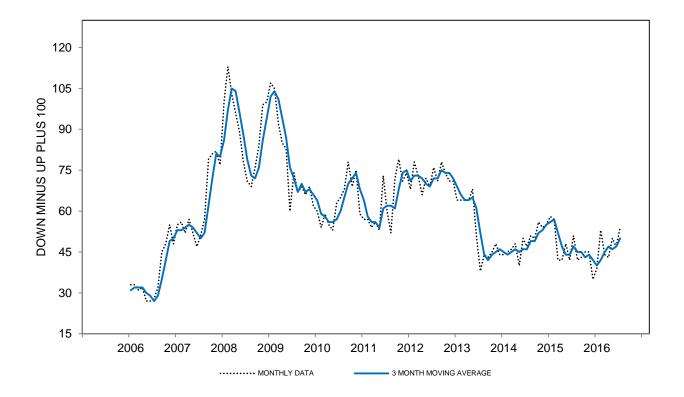


CHART 31: EXPECTED CHANGE IN INTEREST RATES DURING THE NEXT YEAR

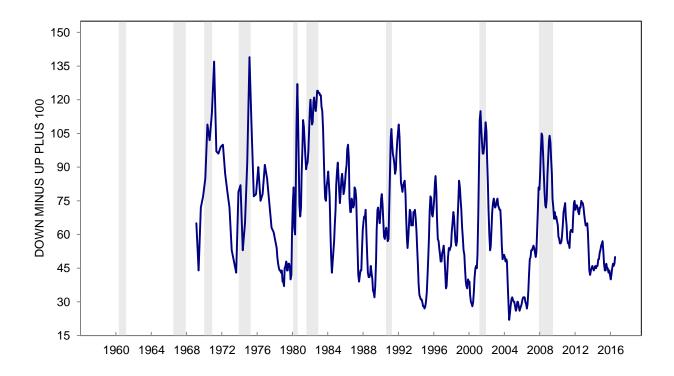


TABLE 32

EXPECTED CHANGE IN PRICES DURING THE NEXT YEAR

	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
DOWN	1%	3%	3%	2%	2%	3%	5%	4%	2%	2%	1%	1%	3%
SAME	11	11	11	13	14	15	15	19	14	13	15	11	12
WILL GO UP BY:													
1-2%	28	26	26	28	27	27	28	25	25	27	33	33	27
3-4%	24	25	26	20	24	23	18	20	23	25	23	26	23
5%	14	15	15	12	14	12	13	16	14	14	12	11	12
6-9%	3	3	5	5	3	3	5	3	4	3	3	4	6
10-14%	8	5	4	9	6	6	7	6	7	7	5	6	8
15% or more	2	3	2	2	2	2	1	2	1	2	2	1	1
DK how much up	9	8	8	8	8	8	8	5	9	7	5	6	7
DK, NA	*	1	*	1	*	1	*	*	1	*	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
MEDIAN INCREASE	2.8	2.8	2.8	2.7	2.7	2.6	2.5	2.5	2.7	2.8	2.4	2.6	2.7
25th PERCENTILE	1.4	1.3	1.1	1.1	1.2	0.9	0.9	0.6	1.1	1.1	0.9	1.2	1.1
75th PERCENTILE	4.9	4.8	4.7	5.0	4.7	4.6	4.8	4.7	4.8	4.7	4.3	4.2	4.8
INTERQUARTILE													
RANGE (75th-25th)	3.4	3.5	3.6	3.8	3.5	3.7	3.9	4.1	3.7	3.6	3.4	3.0	3.7
MEAN INCREASE	3.7	3.5	3.1	3.5	3.2	3.0	3.1	2.9	3.3	3.3	3.0	3.1	3.2
VARIANCE	13	15	11	12	10	12	14	14	11	13	11	8	11
EXPECTED	CHAN								EDIAN	INCRI	EASE		
		III	IKEEIV	MONTH	1 IVIOVI	NG AV	ERAG	ES					
All	2.8	2.8	2.8	2.8	2.7	2.7	2.6	2.5	2.6	2.7	2.6	2.6	2.6
Age 18 to 44	2.7	2.6	2.6	2.7	2.6	2.3	2.1	2.0	2.3	2.5	2.4	2.4	2.4
Age 45 to 64	2.8	2.9	3.0	2.9	2.8	2.8	2.8	2.8	2.8	2.8	2.7	2.7	2.7
Age 65+	2.9	2.8	2.7	2.7	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.7	2.6
Income Bottom Third	3.3	3.3	3.2	3.1	3.1	3.1	3.1	3.1	3.0	3.1	3.0	2.9	3.0
Income Middle Third Income Top Third	2.6 2.6	2.7 2.6	2.8 2.6	2.9 2.5	2.9 2.4	2.7 2.2	2.6 2.2	2.5 2.0	2.7 2.1	2.8 2.2	2.8 2.1	2.7 2.1	2.7 2.2

"During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect

prices to go up, on the average, during the next 12 months?"

The questions were:

<sup>\*:</sup> Less than half of one percent.

**CHART 32: EXPECTED CHANGE IN PRICES DURING THE NEXT YEAR** 

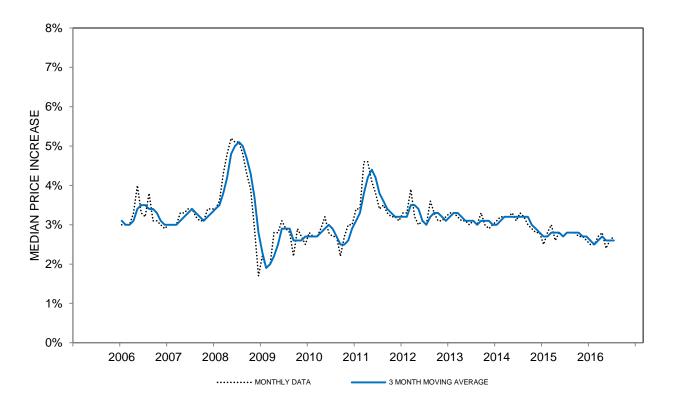


CHART 32: EXPECTED CHANGE IN PRICES DURING THE NEXT YEAR

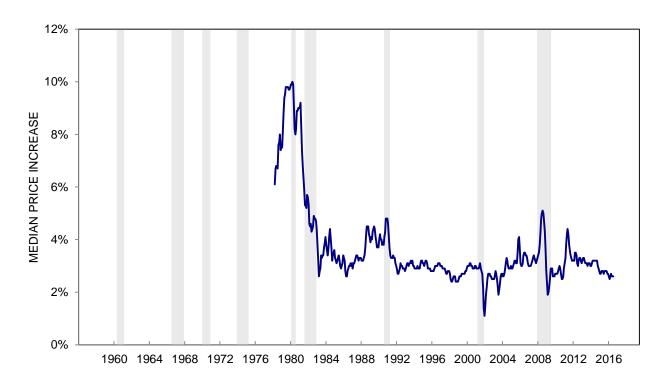


TABLE 33
EXPECTED CHANGE IN PRICES DURING THE NEXT 5 YEARS

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	2015	2015	2015	2015	2015	2015	2016	2016	2016	2016	2016	2016	2016
DOWN	2%	4%	3%	3%	2%	3%	3%	4%	2%	4%	2%	4%	2%
SAME	2	2	2	3	3	1	3	3	2	2	1	1	4
WILL GO UP BY:													
1-2%	34	36	35	40	38	40	35	39	37	42	43	39	39
3-4%	30	30	30	29	29	27	27	27	29	27	29	30	28
5%	11	12	14	10	11	12	11	11	12	10	12	11	10
6-9%	4	3	2	4	2	4	4	4	2	3	2	3	4
10-14%	5	4	4	3	4	4	5	4	4	4	3	3	3
15% or more	1	1	1	2	1	1	1	1	1	1	1	*	2
DK how much up	10	7	8	5	9	7	10	5	9	6	6	7	7
DK, NA	1	1	1	1	1	1	1	2	2	1	1	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
MEDIAN INCREASE	2.8	2.7	2.7	2.5	2.6	2.6	2.7	2.5	2.7	2.5	2.5	2.6	2.6
25th PERCENTILE	1.6	1.5	1.4	1.2	1.5	1.4	1.5	1.3	1.3	1.3	1.3	1.3	1.4
75th PERCENTILE	4.3	4.1	4.1	3.8	3.5	4.1	4.3	3.9	4.1	3.6	3.5	3.5	4.0
INTERQUARTILE													
RANGE (75th-25th)	2.7	2.6	2.7	2.6	2.1	2.7	2.9	2.6	2.7	2.4	2.3	2.2	2.6
MEAN INCREASE	3.3	3.1	3.0	3.0	2.9	3.0	3.2	2.9	3.1	2.9	2.8	2.7	3.0
VARIANCE	8	8	7	9	6	7	8	8	8	8	5	6	8

# EXPECTED CHANGE IN PRICES DURING THE NEXT 5 YEARS - MEDIAN INCREASE THREE MONTH MOVING AVERAGES

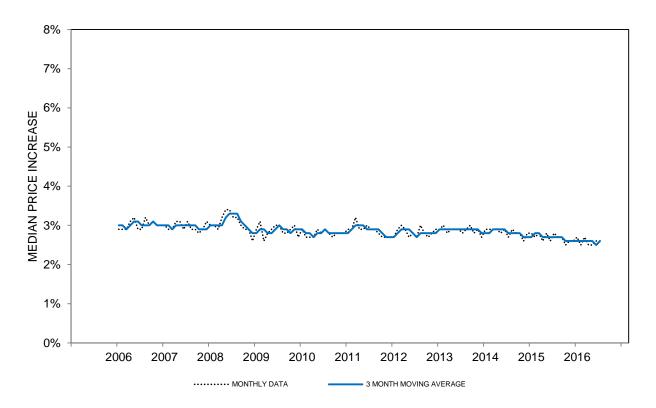
All	2.7	2.7	2.7	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.5	2.6
Age 18 to 44 Age 45 to 64	2.7 2.8	2.7 2.8	2.7 2.9	2.5 2.8	2.4 2.8	2.3 2.8	2.4 2.8	2.4 2.8	2.5 2.8	2.3 2.7	2.4 2.7	2.3 2.6	2.5 2.6
Age 65+	2.8	2.7	2.7	2.6	2.7	2.6	2.7	2.6	2.6	2.6	2.7	2.7	2.6
Income Bottom Third	3.0	2.8	2.8	2.6	2.7	2.7	2.9	2.7	2.7	2.6	2.7	2.7	2.8
Income Middle Third	2.7	2.7	2.7	2.7	2.6	2.5	2.5	2.5	2.7	2.6	2.6	2.5	2.4
Income Top Third	2.6	2.6	2.6	2.6	2.5	2.5	2.5	2.6	2.5	2.4	2.3	2.4	2.5

The questions were:

"What about the outlook for prices over the next 5 to 10 years? Do you think prices will be higher, about the same, or lower, 5 to 10 years from now?" and "By about what percent per year do you expect prices to go (up/down) on the average, during the next 5 to 10 years?"

<sup>\*:</sup> Less than half of one percent.

**CHART 33: EXPECTED CHANGE IN PRICES DURING THE NEXT 5 YEARS** 



**CHART 33: EXPECTED CHANGE IN PRICES DURING THE NEXT 5 YEARS** 

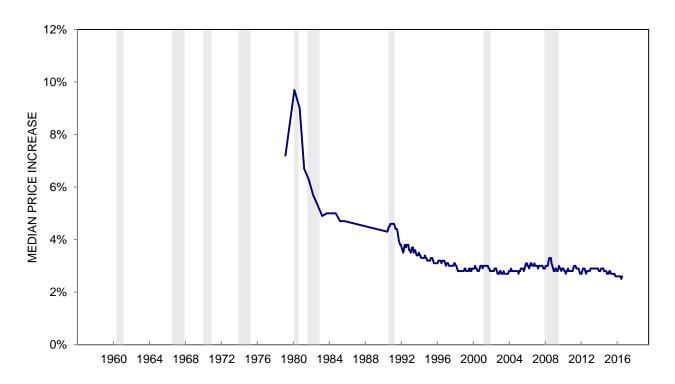


TABLE 34

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Jul 2015	Aug 2015	Sep 2015	Oct 2015		Dec 2015			Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
A GOOD JOB	23%	21%	20%	16%	16%	18%	17%	22%	20%	20%	23%	21%	21%
ONLY FAIR	37	41	35	44	44	40	40	41	39	39	40	39	40
A POOR JOB	38	37	44	39	39	41	42	36	39	41	36	39	39
DK, NA	2	1	1	1	1	1	1	1	2	*	1	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
INDEX SCORE	85	84	76	77	77	77	75	86	81	79	87	82	82

# OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY - INDEX SCORE THREE MONTH MOVING AVERAGES

All	83	85	82	79	77	77	76	79	81	82	82	83	84
Age 18 to 44	93	94	93	92	92	88	86	88	88	89	91	93	94
Age 45 to 64	75	78	73	71	68	71	71	73	77	80	81	79	80
Age 65+	77	81	75	69	62	66	68	74	73	73	70	72	71
Income Bottom Third	81	82	77	75	75	73	71	71	75	77	77	75	80
Income Middle Third	73	77	80	78	74	73	72	75	76	79	80	79	80
Income Top Third	92	94	87	85	82	86	86	92	92	93	93	96	93

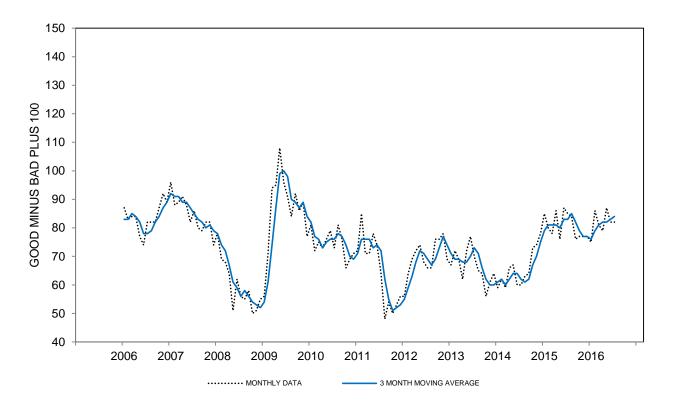
The question was: "As to the economic policy of the government -- I mean steps taken to fight

inflation or unemployment -- would you say the government is doing a good

job, only fair, or a poor job?"

<sup>\*:</sup> Less than half of one percent. Index Score is the percent favorable minus the percent unfavorable plus 100

CHART 34: OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY



**CHART 34: OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY** 

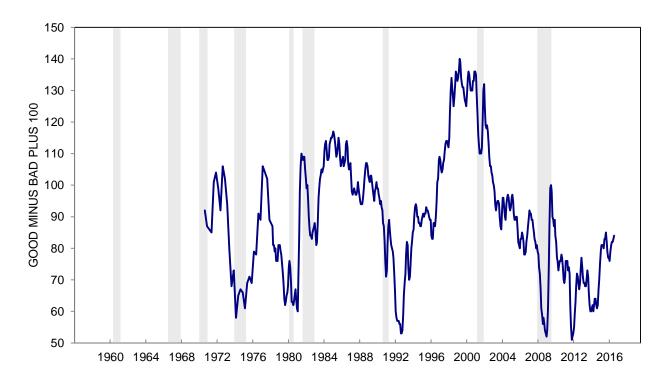


TABLE 35
BUYING CONDITIONS FOR LARGE HOUSEHOLD DURABLES

	Jul 2015	Aug 2015		Oct 2015			Jan 2016		Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016	
GOOD TIME TO BUY	77%	72%	72%	74%	76%	81%	81%	77%	73%	75%	78%	79%	78%	
UNCERTAIN, DEPENDS	7	8	7	6	8	5	4	5	9	8	6	6	6	
BAD TIME TO BUY	16	20	21	20	16	14	15	18	18	17	16	15	16	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538	
INDEX SCORE	161	152	151	154	160	167	166	159	155	158	162	164	162	

# BUYING CONDITIONS FOR LARGE HOUSEHOLD DURABLES - INDEX SCORE THREE MONTH MOVING AVERAGES

All	158	159	155	152	155	160	164	164	160	157	158	161	163
Age 18 to 44	158	160	157	156	160	163	166	162	159	158	164	171	171
Age 45 to 64	156	157	151	148	150	156	164	169	164	160	155	157	159
Age 65+	164	161	157	156	156	165	164	163	159	155	155	152	154
Income Bottom Third	149	149	148	145	151	157	161	159	151	147	148	153	154
Income Middle Third	161	161	153	154	156	163	163	162	161	159	161	161	164
Income Top Third	166	168	164	160	160	165	172	173	170	169	168	171	170

The question was: "About the big things people buy for their homes -- such as furniture, a

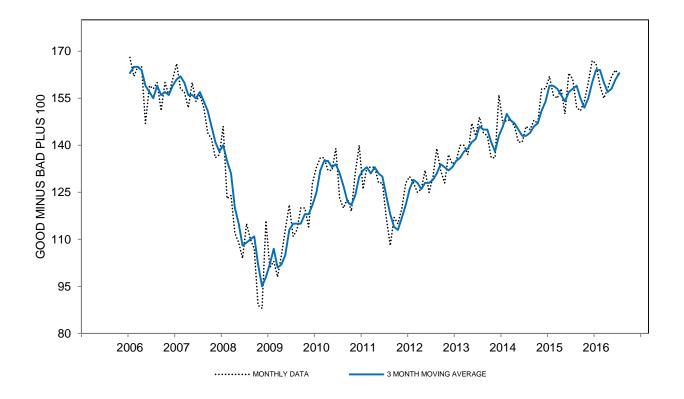
refrigerator, stove, television, and things like that. Generally speaking, do

you think now is a good time or a bad time for people to buy major

household items?"

<sup>\*:</sup> Less than half of one percent. Index Score is the percent favorable minus the percent unfavorable plus 100

**CHART 35: BUYING CONDITIONS FOR LARGE HOUSEHOLD DURABLES** 



**CHART 35: BUYING CONDITIONS FOR LARGE HOUSEHOLD DURABLES** 

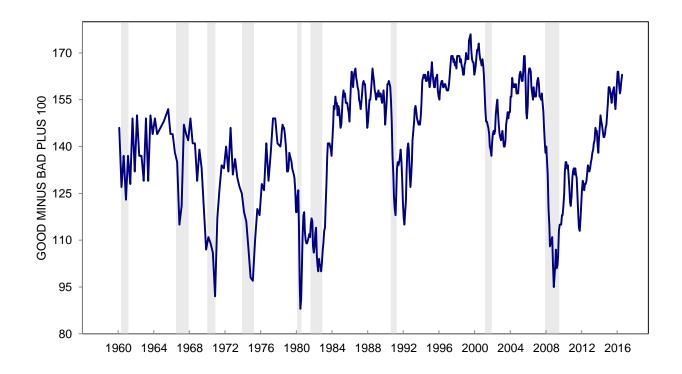


TABLE 36

# SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD DURABLES

	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
GOOD TIME TO BUY	2013	2013	2013	2013	2013	2013	2010	2010	2010	2010	2010	2010	2010
Prices are low; good buys available	35%	32%	33%	36%	45%	50%	42%	43%	32%	32%	37%	36%	39%
Prices won't come down; are going higher	9	10	8	10	8	6	8	7	11	11	9	10	8
Interest rates are low	13	14	13	16	15	15	13	15	14	14	16	17	14
Borrow-in-advance of rising interest rates	1	2	2	1	2	2	2	1	1	1	1	2	1
Times are good; prosperity BAD TIME TO BUY	14	13	11	11	12	12	14	13	11	14	12	13	15
Prices are high	4	7	10	8	6	4	3	10	7	6	7	6	4
Interest rates are high; credit is tight	2	2	3	2	2	2	3	4	2	3	1	3	2
Times are bad; can't afford to buy	6	6	6	8	4	4	7	4	5	7	4	4	4
Bad times ahead; uncertain future	8	7	6	6	6	5	4	4	5	4	4	5	8
SELECTED R	EASON	IS FO	R OPI	NIONS	S ABO	UT DU	JRABI	ES B	UYING	G CON	IDITIO	NS	
	EASON CES LO										IDITIO	NS	
											I <b>DITIO</b> 27	<b>NS</b> 29	32
All Age 18 to 44	28 27	W - PR	26 26	HIGH (	30 30	MON	тн мо	<b>VING</b> 2 39 40	32 30	28 24		29 30	35
All Age 18 to 44 Age 45 to 64	28 27 28	28 29 26	26 26 26 25	25 25 25 24	30 30 30 28	38 40 33	41 45 37	39 40 42	32 30 37	28 24 32	27 26 27	29 30 26	35 29
All Age 18 to 44	28 27	<b>W - PR</b> 28 29	26 26	25 25 25	30 30	38 40	<b>TH MO</b> 41 45	<b>VING</b> 2 39 40	32 30	28 24	27 26	29 30	35
All Age 18 to 44 Age 45 to 64	28 27 28	28 29 26	26 26 26 25	25 25 25 24	30 30 30 28	38 40 33	41 45 37	39 40 42	32 30 37	28 24 32	27 26 27	29 30 26	35 29
All Age 18 to 44 Age 45 to 64 Age 65+ Income Bottom Third Income Middle Third	28 27 28 32 23 27	28 29 26 32 24 28	26 26 25 30 22 26	25 25 24 30 21 26	30 30 28 34 26 31	38 40 33 42 39 38	41 45 37 42 43 39	39 40 42 37 41 37	32 30 37 32 28 32	28 24 32 29 22 30	27 26 27 28 20 30	29 30 26 29 23 27	35 29 31 25 32
All Age 18 to 44 Age 45 to 64 Age 65+ Income Bottom Third	28 27 28 32 23	28 29 26 32 24	26 26 25 30 22	25 25 25 24 30 21	30 30 28 34 26	38 40 33 42 39	41 45 37 42 43	39 40 42 37 41	32 30 37 32 28	28 24 32 29 22	27 26 27 28 20	29 30 26 29 23	35 29 31 25
All Age 18 to 44 Age 45 to 64 Age 65+ Income Bottom Third Income Middle Third Income Top Third	28 27 28 32 23 27	28 29 26 32 24 28 35	26 26 25 30 22 26 32	25 25 24 30 21 26 28	30 30 28 34 26 31 33	38 40 33 42 39 38 37	41 45 37 42 43 39 44	39 40 42 37 41 37 43	32 30 37 32 28 32 39	28 24 32 29 22 30 32	27 26 27 28 20 30	29 30 26 29 23 27	35 29 31 25 32
All Age 18 to 44 Age 45 to 64 Age 65+ Income Bottom Third Income Middle Third Income Top Third	28 27 28 32 23 27 36	28 29 26 32 24 28 35	26 26 25 30 22 26 32	25 25 24 30 21 26 28	30 30 28 34 26 31 33	38 40 33 42 39 38 37	41 45 37 42 43 39 44	39 40 42 37 41 37 43	32 30 37 32 28 32 39	28 24 32 29 22 30 32	27 26 27 28 20 30	29 30 26 29 23 27	35 29 31 25 32
All Age 18 to 44 Age 45 to 64 Age 65+ Income Bottom Third Income Middle Third Income Top Third	28 27 28 32 23 27 36 TES LO	28 29 26 32 24 28 35 W - RA	26 26 25 30 22 26 32 <b>XTES H</b>	25 25 24 30 21 26 28	30 30 28 34 26 31 33 33	38 40 33 42 39 38 37 MONT	41 45 37 42 43 39 44 7 <b>H MO</b>	39 40 42 37 41 37 43 /ING A	32 30 37 32 28 32 39 VERA	28 24 32 29 22 30 32 <b>GES)</b>	27 26 27 28 20 30 31	29 30 26 29 23 27 35	35 29 31 25 32 38
All Age 18 to 44 Age 45 to 64 Age 65+ Income Bottom Third Income Middle Third Income Top Third RAT All Age 18 to 44 Age 45 to 64	28 27 28 32 23 27 36 TES LO 10 11 8	28 29 26 32 24 28 35 <b>W - RA</b> 12 12	26 26 25 30 22 26 32 XTES H 11 12 8	25 25 24 30 21 26 28 (IGH (T 12 11	30 30 28 34 26 31 33 HREE 12 12	38 40 33 42 39 38 37 <b>MONT</b> 13 12 15	41 45 37 42 43 39 44 7 <b>H MON</b> 12 11 16	39 40 42 37 41 37 43 /ING A 11 8 18	32 30 37 32 28 32 39 VERAC 11 9 15	28 24 32 29 22 30 32 <b>GES)</b> 11 9 13	27 26 27 28 20 30 31 13 13	29 30 26 29 23 27 35 13 14 11	35 29 31 25 32 38
All Age 18 to 44 Age 45 to 64 Age 65+ Income Bottom Third Income Middle Third Income Top Third RAT All Age 18 to 44	28 27 28 32 23 27 36 TES LO 10	28 29 26 32 24 28 35 <b>W - RA</b> 12	26 26 25 30 22 26 32 TES H	25 25 24 30 21 26 28 IIGH (T	30 30 28 34 26 31 33 HREE 12	38 40 33 42 39 38 37 <b>MONT</b> 13	41 45 37 42 43 39 44 7 <b>H MON</b> 12	39 40 42 37 41 37 43 /ING A	32 30 37 32 28 32 39 VERAC 11	28 24 32 29 22 30 32 <b>GES)</b> 11	27 26 27 28 20 30 31	29 30 26 29 23 27 35	35 29 31 25 32 38
All Age 18 to 44 Age 45 to 64 Age 65+ Income Bottom Third Income Middle Third Income Top Third RAT All Age 18 to 44 Age 45 to 64	28 27 28 32 23 27 36 TES LO 10 11 8	28 29 26 32 24 28 35 <b>W - RA</b> 12 12	26 26 25 30 22 26 32 XTES H 11 12 8	25 25 24 30 21 26 28 (IGH (T 12 11	30 30 28 34 26 31 33 HREE 12 12	38 40 33 42 39 38 37 <b>MONT</b> 13 12 15	41 45 37 42 43 39 44 7 <b>H MON</b> 12 11 16	39 40 42 37 41 37 43 /ING A 11 8 18	32 30 37 32 28 32 39 VERAC 11 9 15	28 24 32 29 22 30 32 <b>GES)</b> 11 9 13	27 26 27 28 20 30 31 13 13	29 30 26 29 23 27 35 13 14 11	35 29 31 25 32 38 14 15 14
All Age 18 to 44 Age 45 to 64 Age 65+ Income Bottom Third Income Middle Third Income Top Third RAT All Age 18 to 44 Age 45 to 64 Age 65+	28 27 28 32 23 27 36 TES LO 10 11 8 13	28 29 26 32 24 28 35 <b>W - RA</b> 12 12 9	26 26 25 30 22 26 32 <b>ITES H</b> 11 12 8 14	25 25 24 30 21 26 28 (IGH (T 12 11 10 14	30 30 28 34 26 31 33 HREE 12 12 12 13	38 40 33 42 39 38 37 <b>MONT</b> 13 12 15 13	41 45 37 42 43 39 44 7 <b>H MON</b> 12 11 16 8	39 40 42 37 41 37 43 /ING A 11 8 18 9	32 30 37 32 28 32 39 VERAC 11 9 15 9	28 24 32 29 22 30 32 <b>GES)</b> 11 9 13 12	27 26 27 28 20 30 31 13 13 10 15	29 30 26 29 23 27 35 13 14 11 16	35 29 31 25 32 38 14 15 14 13

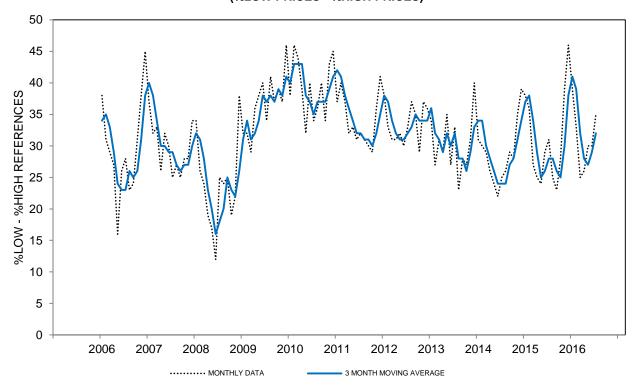
Response to the query:

"Why do you say so?" following the question on Table 35.

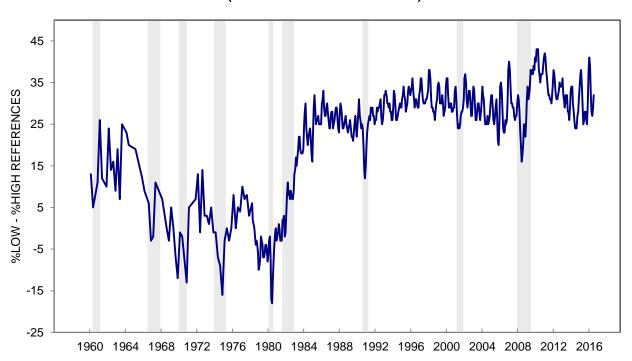
May add to more than 100% due to multiple mentions.

\*: Less than half of one percent.

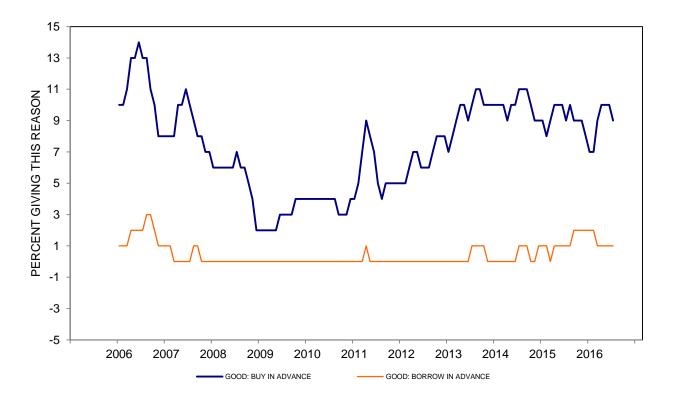
## CHART 36A: PRICE REASONS FOR LARGE HOUSEHOLD DURABLES (%LOW PRICES - %HIGH PRICES)



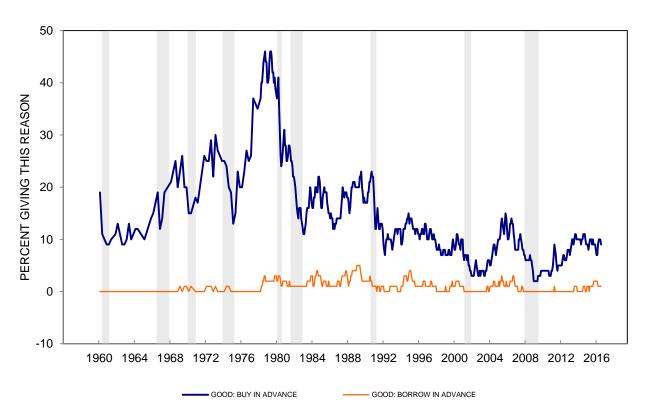
## CHART 36A: PRICE REASONS FOR LARGE HOUSEHOLD DURABLES (%LOW PRICES - %HIGH PRICES)



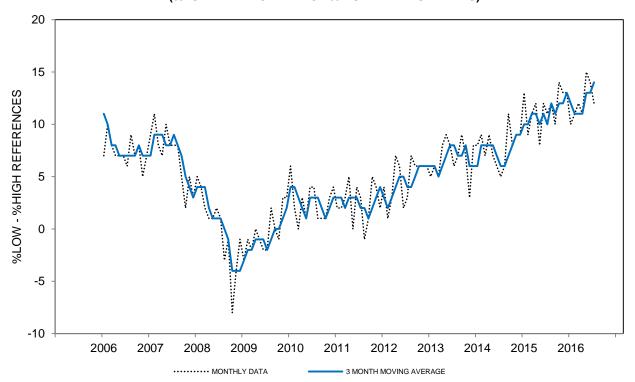
#### CHART 36B: ADVANCE BUYING RATIONALES FOR LARGE HOUSEHOLD DURABLES



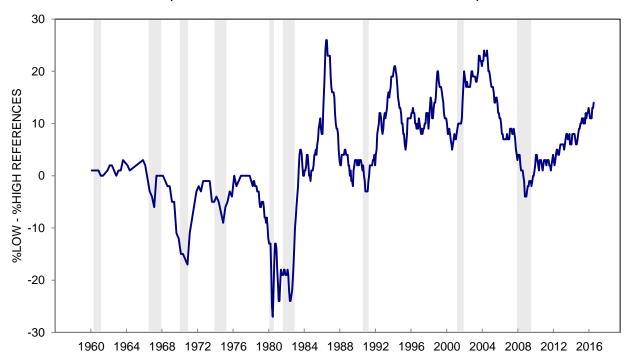
#### CHART 36B: ADVANCE BUYING RATIONALES FOR LARGE HOUSEHOLD DURABLES



## CHART 36C: INTEREST RATE REASONS FOR LARGE HOUSEHOLD DURABLES (%LOW INTEREST RATES - %HIGH INTEREST RATES)



## CHART 36C: INTEREST RATE REASONS FOR LARGE HOUSEHOLD DURABLES (%LOW INTEREST RATES - %HIGH INTEREST RATES)



### CHART 36D: ECONOMIC UNCERTAINTY REASONS FOR LARGE HOUSEHOLD DURABLES (%TIMES ARE GOOD - %TIMES ARE BAD)

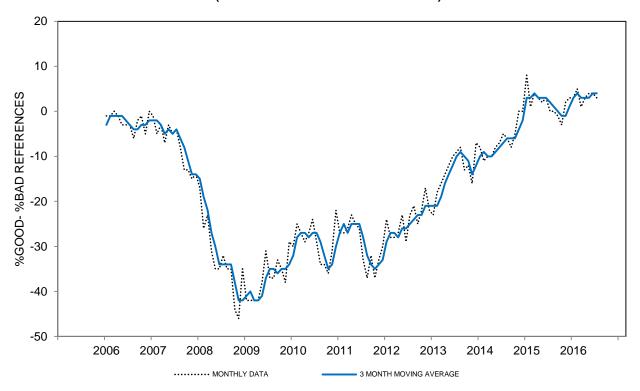
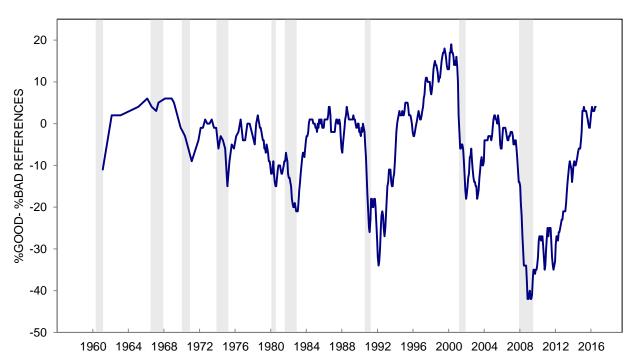


CHART 36D: ECONOMIC UNCERTAINTY REASONS FOR LARGE HOUSEHOLD DURABLES (%TIMES ARE GOOD - %TIMES ARE BAD)



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TABLE 37

#### **BUYING CONDITIONS FOR VEHICLES**

	Jul 2015	Aug 2015		Oct 2015		Dec 2015			Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016	
GOOD TIME TO BUY	70%	66%	65%	68%	70%	69%	73%	71%	69%	69%	74%	70%	71%	
UNCERTAIN, DEPENDS	5	7	6	4	7	3	6	6	7	5	4	5	6	
BAD TIME TO BUY	25	27	29	28	23	28	21	23	24	26	22	25	23	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538	
INDEX SCORE	145	139	136	140	147	141	152	148	145	143	152	145	148	

# BUYING CONDITIONS FOR VEHICLES - INDEX SCORE THREE MONTH MOVING AVERAGES

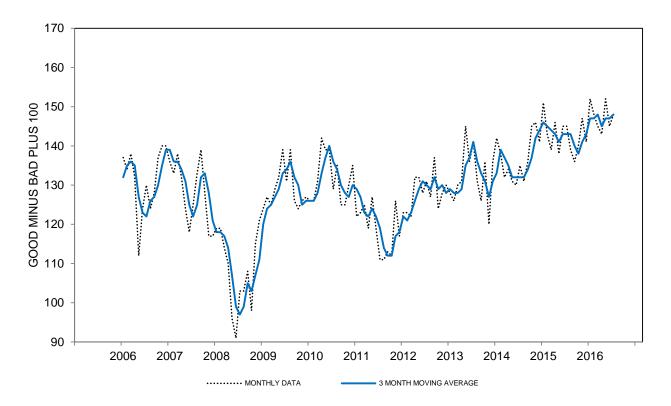
All	143	143	140	138	141	143	147	147	148	145	147	147	148
Age 18 to 44	140	143	141	138	142	142	146	146	148	148	147	146	146
Age 45 to 64	144	143	136	135	138	145	148	147	146	139	142	145	149
Age 65+	146	142	145	145	146	144	146	150	152	151	153	152	150
Income Bottom Third	126	128	127	126	129	132	138	138	137	130	131	132	137
Income Middle Third	149	148	145	144	144	141	141	144	149	145	146	146	149
Income Top Third	155	154	151	150	156	161	165	162	159	161	163	162	159

The question was:

"Speaking now of the automobile market -- do you think the next 12 months or so will be a good time or a bad time to buy a vehicle, such as a car, pickup, van, or sport utility vehicle?"

<sup>\*:</sup> Less than half of one percent. Index Score is the percent favorable minus the percent unfavorable plus 100

**CHART 37: BUYING CONDITIONS FOR VEHICLES** 



**CHART 37: BUYING CONDITIONS FOR VEHICLES** 

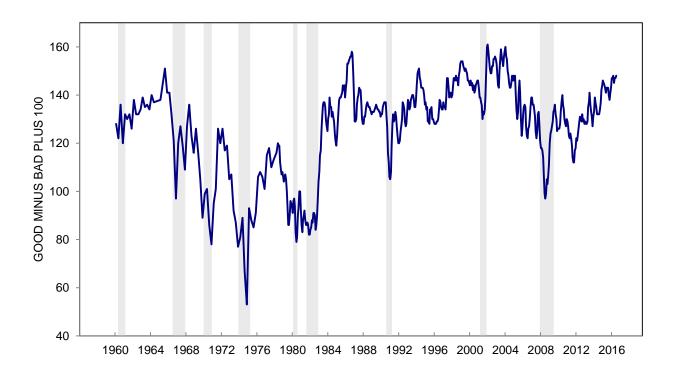


TABLE 38
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR VEHICLES

SELECTED RE	AJUNJ	IOR	OFINI	ONS A	4DO0	ı bu ı	ING C	CIVDI	HONG	IOK	V LI III	CLLS	
	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
GOOD TIME TO BUY													
Prices are low; good buys available	30%	25%	25%	29%	27%	29%	28%	33%	21%	26%	28%	27%	28%
Prices won't come down; are going higher	4	5	4	5	3	5	6	2	8	6	6	5	6
Interest rates are low	26	26	25	24	28	28	26	27	25	26	29	26	30
Borrow-in-advance of rising interest rates	2	2	2	2	2	3	4	2	2	2	3	3	1
Times are good; prosperity	12	11	11	8	10	9	10	8	11	9	12	12	9
New fuel efficient model BAD TIME TO BUY	3	3	5	2	3	3	3	2	3	3	3	2	2
Prices are high	15	15	15	15	14	13	9	10	12	13	13	14	13
Interest rates are high; credit is tight	3	4	4	5	4	5	4	4	5	5	2	5	3
Times are bad; can't afford to buy Bad times ahead;	7	9	6	7	6	7	5	6	6	6	4	4	5
uncertain future	3	4	4	4	3	3	4	5	6	4	3	4	6
Price of gas; shortages	1	2	1	1	*	2	*	1	1	1	2	*	*
Poor selection; quality	3	3	7	5	3	4	2	3	3	4	4	4	2
SELECTED	REASO	NS FO	OR OP	NOINI	IS AB	OUT V	'EHIC	LE BU	YING	CONE	OITION	IS	
PRI	CES LO	W - PR	ICES I	HIGH (	THREE	MON	тн мо	VING A	AVERA	GES)			
All	12	12	12	11	12	14	16	19	17	15	12	14	14
Age 18 to 44	9	11	9	9	13	13	13	15	14	13	9	9	10
Age 45 to 64	10	12	12	12	11	15	20	22	20	16	15	14	17
Age 65+	21	14	14	13	13	18	18	26	18	19	17	22	20
Income Bottom Third	4	6	6	5	5	9	10	14	9	7	5	6	9
Income Middle Third	18	17	15	14	14	14	15	19	19	16	13	15	15
Income Top Third	15	14	15	16	19	22	25	28	24	22	19	20	21
RA	TES LO	W - RA	TES H	IGH (T	HREE	MONT	H MO	/ING A	VERA	GES)			
All	23	24	22	21	21	22	23	23	22	21	23	23	25
Age 18 to 44	18	22	21	18	17	16	19	19	19	19	21	21	22
Age 45 to 64	27	27	22	22	24	28	29	27	26	23	24	25	29

Response to the query:

Income Bottom Third

Income Middle Third

Income Top Third

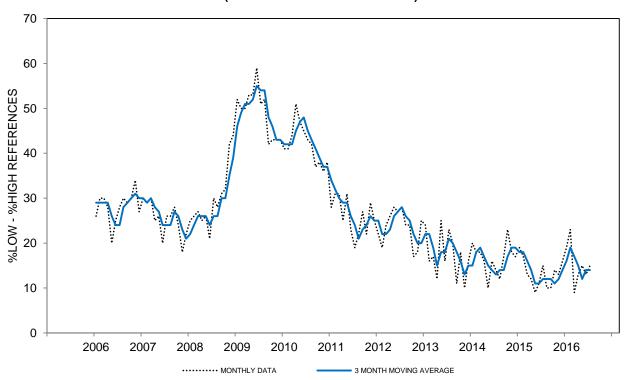
Age 65+

"Why do you say so?" following the question on Table 37.

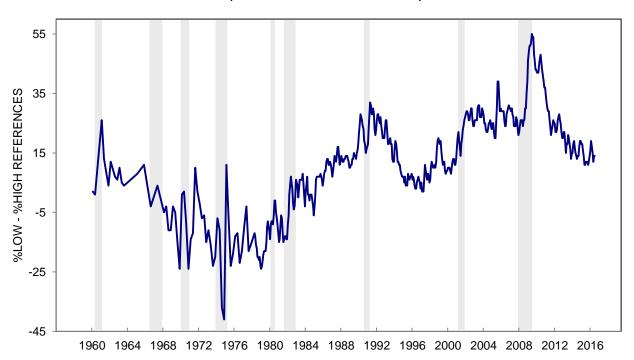
May add to more than 100% due to multiple mentions.

<sup>\*:</sup> Less than half of one percent.

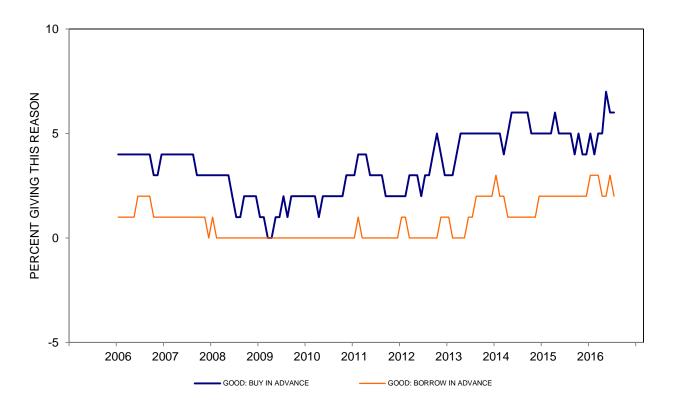
## CHART 38A: PRICE REASONS FOR BUYING CONDITIONS FOR VEHICLES (%LOW PRICES - %HIGH PRICES)



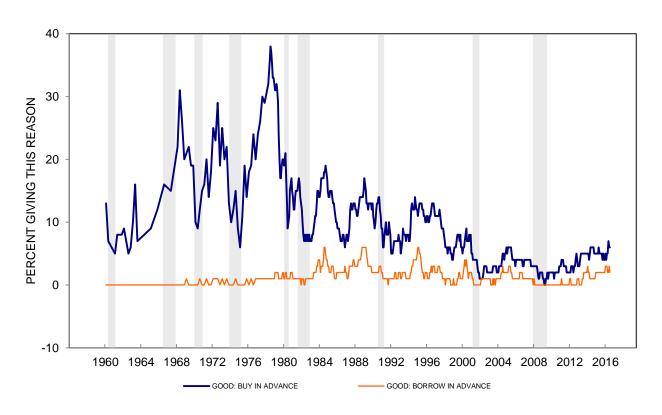
## CHART 38A: PRICE REASONS FOR BUYING CONDITIONS FOR VEHICLES (%LOW PRICES - %HIGH PRICES)



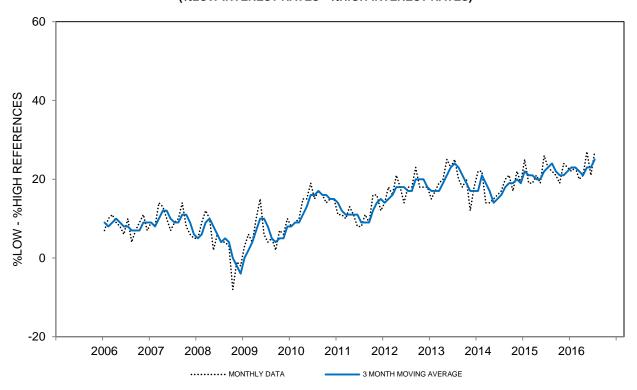
#### CHART 38B: ADVANCE BUYING RATIONALES FOR BUYING CONDITIONS FOR VEHICLES



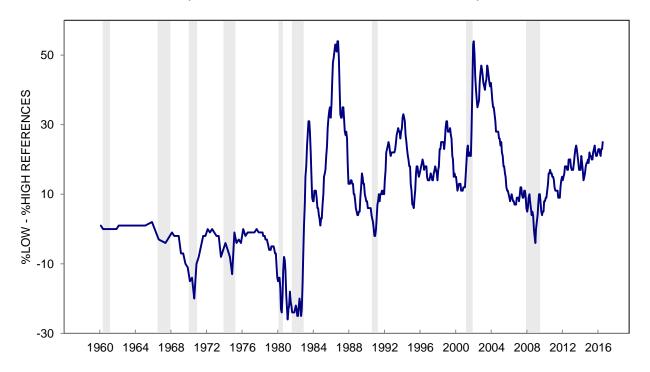
#### CHART 38B: ADVANCE BUYING RATIONALES FOR BUYING CONDITIONS FOR VEHICLES



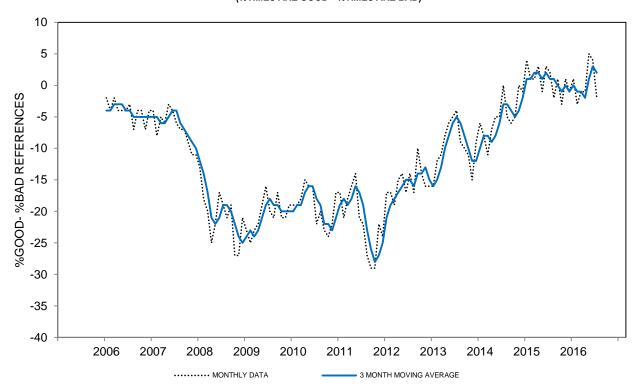
### CHART 38C: INTEREST RATE REASONS FOR BUYING CONDITIONS FOR VEHICLES (%LOW INTEREST RATES - %HIGH INTEREST RATES)



### CHART 38C: INTEREST RATE REASONS FOR BUYING CONDITIONS FOR VEHICLES (%LOW INTEREST RATES - %HIGH INTEREST RATES)



### CHART 38D: ECONOMIC UNCERTAINTY REASONS FOR BUYING CONDITIONS FOR VEHICLES (%TIMES ARE GOOD - %TIMES ARE BAD)



### CHART 38D: ECONOMIC UNCERTAINTY REASONS FOR BUYING CONDITIONS FOR VEHICLES (%TIMES ARE GOOD - %TIMES ARE BAD)



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TABLE 39

EXPECTED CHANGE IN GASOLINE PRICES DURING THE NEXT YEAR

	Jul 2015	Aug 2015		Oct 2015		Dec 2015			Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016	
INCREASE	48%	39%	42%	48%	51%	46%	45%	50%	58%	60%	58%	58%	51%	
REMAIN THE SAME	40	43	42	41	44	45	41	39	37	35	37	36	43	
DECREASE	12	18	16	10	5	9	14	11	4	5	4	5	6	
DK, NA	*	*	*	1	*	*	*	*	1	*	1	1	*	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538	
MEDIAN INCREASE	0.5	0.2	0.3	0.5	4.9	0.4	0.4	0.5	14.6	15.0	10.1	9.9	4.7	
MEAN INCREASE	12.9	8.5	13.1	19.4	18.6	17.0	15.6	20.1	27.3	24.4	21.2	20.0	16.1	

# EXPECTED CHANGE IN GASOLINE PRICES DURING THE NEXT YEAR - MEDIAN INCREASE THREE MONTH MOVING AVERAGES

All	7.7	3.6	0.3	0.3	1.9	1.9	1.9	0.4	5.2	10.0	13.2	11.7	8.2
Age 18 to 44	7.9	3.6	0.3	0.4	2.1	2.1	2.0	3.5	6.8	10.2	10.2	8.4	6.5
Age 45 to 64	9.0	5.5	2.3	0.3	1.8	3.9	4.0	2.5	6.8	13.2	16.6	13.5	7.2
Age 65+	7.0	3.5	0.3	0.3	0.4	0.5	0.4	0.3	5.1	9.0	12.3	13.9	12.2
Income Bottom Third	5.8	4.1	0.4	3.4	3.5	3.5	0.4	3.5	5.6	9.7	9.8	9.3	5.2
Income Middle Third	10.7	4.2	0.3	0.2	4.5	4.6	4.8	0.7	3.9	7.0	10.4	8.7	5.4
Income Top Third	7.8	3.5	0.3	2.0	4.4	4.4	2.6	1.7	8.3	14.7	16.5	14.3	11.1

The question was:

"Now thinking only about the next twelve months, do you think that the price of gasoline will go up during the next twelve months, will gasoline prices go down, or will they stay about the same as they are now?"

"About how many cents per gallon do you think gasoline prices will (increase/decrease) during the next twelve months compared to now?"

#### CHART 39: EXPECTED CHANGE IN GASOLINE PRICES DURING THE NEXT YEAR

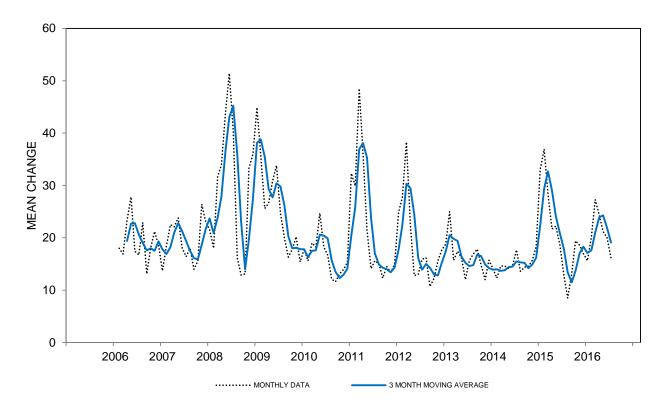
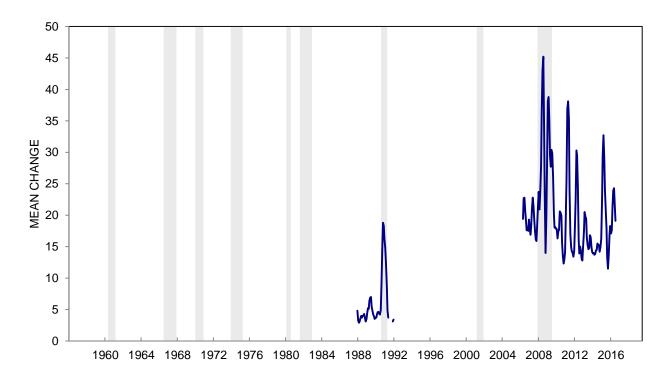


CHART 39: EXPECTED CHANGE IN GASOLINE PRICES DURING THE NEXT YEAR



EXPECTED CHANGE IN GASOLINE PRICES DURING THE NEXT 5 YEARS

TABLE 40

	Jul 2015	0	Sep 2015	Oct 2015		Dec 2015		Feb 2016	Mar 2016	Apr 2016	May 2016		Jul 2016
INCREASE	67%	64%	70%	72%	75%	74%	72%	76%	80%	77%	72%	72%	71%
REMAIN THE SAME	22	25	21	21	19	20	18	16	14	17	22	21	24
DECREASE	9	10	8	7	5	5	10	7	4	5	4	5	4
DK, NA	2	1	1	*	1	1	*	1	2	1	2	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538
MEDIAN INCREASE	49.8	49.6	50.1	59.8	50.3	50.3	55.3	74.7	99.6	75.0	50.2	49.9	50.1
MEAN INCREASE	59.3	54.4	65.6	72.0	67.6	72.4	74.0	82.4	93.0	82.9	67.9	65.6	66.5

# EXPECTED CHANGE IN GASOLINE PRICES DURING THE NEXT 5 YEARS - MEDIAN INCREASE THREE MONTH MOVING AVERAGES

All	50.1	49.9	49.8	53.2	53.4	53.5	52.0	60.1	76.5	83.1	74.9	58.4	50.1
Age 18 to 44	50.2	46.9	46.7	50.0	53.3	53.4	50.2	50.3	66.7	76.6	76.5	60.0	50.0
Age 45 to 64	56.9	56.7	53.3	53.4	54.9	54.9	68.1	83.1	96.3	96.4	80.0	63.5	50.3
Age 65+	40.0	28.5	28.6	46.7	58.4	53.5	45.2	53.5	74.9	75.0	66.6	50.1	50.0
Income Bottom Third	43.1	49.7	49.6	58.1	58.1	54.9	46.6	46.6	66.4	66.5	66.7	45.2	45.1
Income Middle Third	53.3	53.0	49.9	49.9	50.2	55.2	55.4	63.5	71.8	80.1	71.9	58.4	46.6
Income Top Third	56.8	50.0	49.9	58.4	66.8	70.0	70.0	78.3	91.6	99.6	86.5	73.1	60.0

The question was:

"Do you think that the price of gasoline will go up during the next five years, will gasoline prices go down, or will they stay about the same as they are now?"

"About how many cents per gallon do you think gasoline prices will (increase/decrease) during the next five years compared to now?"

CHART 40: EXPECTED CHANGE IN GASOLINE PRICES DURING THE NEXT 5 YEARS

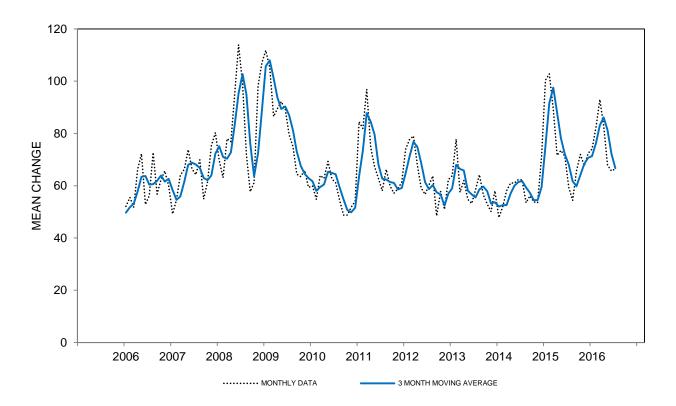
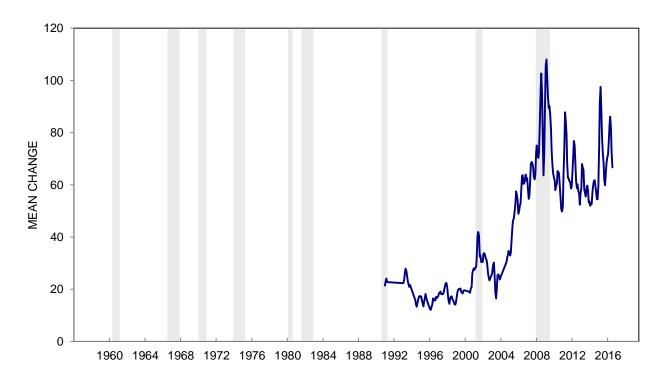


CHART 40: EXPECTED CHANGE IN GASOLINE PRICES DURING THE NEXT 5 YEARS



**TABLE 41** 

### **BUYING CONDITIONS FOR HOUSES**

	Jul 2015	Aug 2015	•	Oct 2015			Jan 2016			Apr 2016	May 2016	Jun 2016	Jul 2016	
GOOD TIME TO BUY	77%	79%	77%	78%	78%	77%	78%	77%	76%	77%	77%	76%	75%	
UNCERTAIN, DEPENDS	3	1	1	2	2	2	2	1	2	2	2	2	3	
BAD TIME TO BUY	20	20	22	20	20	21	20	22	22	21	21	22	22	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538	
INDEX SCORE	157	159	155	158	158	156	158	155	154	156	156	154	153	

# BUYING CONDITIONS FOR HOUSES - INDEX SCORE THREE MONTH MOVING AVERAGES

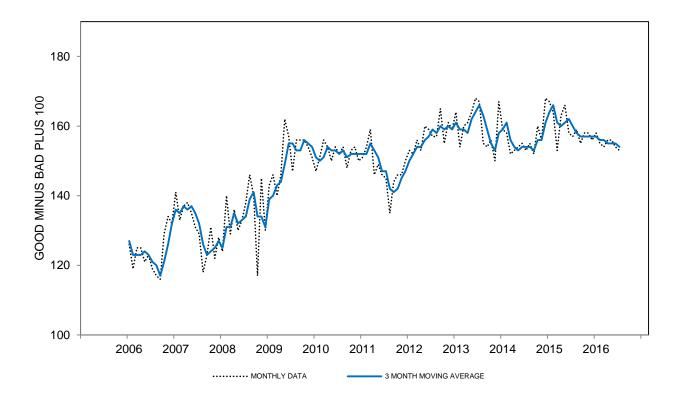
All	160	158	157	157	157	157	157	156	156	155	155	155	154
Age 18 to 44	156	150	156	156	157	152	151	149	146	149	152	154	149
Age 45 to 64	163	162	154	153	155	161	160	162	158	158	156	159	160
Age 65+	165	165	162	167	163	161	162	162	169	161	159	152	154
Income Bottom Third	145	141	141	143	145	141	138	134	139	142	144	141	138
Income Middle Third	166	163	162	161	161	163	166	166	161	155	156	159	161
Income Top Third	174	171	169	169	166	169	169	171	169	168	166	167	166

The question was:

"Generally speaking, do you think now is a good time or a bad time to buy a house?"

Index Score is the percent favorable minus the percent unfavorable plus 100

**CHART 41: BUYING CONDITIONS FOR HOUSES** 



**CHART 41: BUYING CONDITIONS FOR HOUSES** 

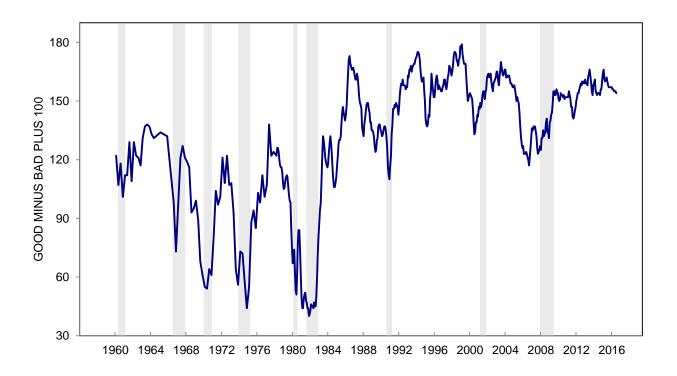


TABLE 42
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
GOOD TIME TO BUY	2013	2013	2013	2013	2013	2013	2010	2010	2010	2010	2010	2010	2010
Prices are low; good buys available	34%	30%	30%	28%	27%	35%	30%	29%	28%	26%	26%	26%	28%
Prices won't come down; are going higher	11	12	12	10	10	9	7	7	11	14	11	11	9
Interest rates are low	49	46	43	46	47	45	47	47	44	44	45	44	48
Borrow-in-advance of rising interest rates	6	7	8	7	8	8	10	7	7	8	7	6	5
Times are good; prosperity	10	10	11	14	11	10	11	12	11	12	13	13	12
Capital appreciation; good investment BAD TIME TO BUY	6	9	10	5	7	9	6	8	9	7	5	8	7
Prices are high	8	9	9	11	10	9	9	12	12	11	15	13	14
Interest rates are high; credit is tight	5	5	6	6	7	6	7	5	5	5	4	6	5
Times are bad; can't afford to buy	7	8	9	9	8	9	9	6	6	7	8	7	7
Bad times ahead; uncertain future	4	5	4	2	3	3	3	5	6	7	3	3	6
Capital depreciation; bad investment	2	1	2	1	1	2	1	*	1	1	1	1	1
SELECTED											TIONS	3	
PRIC	ES LO	W - PR	ICES I	HIGH (	THREE	MON	гн мо	VING A	AVERA	GES)			
All	26	24	23	20	18	20	21	21	18	16	14	13	13
Age 18 to 44	25	21	22	19	18	19	19	18	14	14	14	13	11
Age 45 to 64 Age 65+	28 23	28 21	23 22	20 21	17 21	20 23	22 24	26 21	21 20	17 18	13 14	14 12	16 11
Income Bottom Third Income Middle Third	24 26	20 27	22 25	19 21	18 18	16 18	17 22	15 22	14 17	15 14	15 12	15 12	11 13
Income Top Third	29	24	21	20	19	25	24	27	23	19	15	13	15
RAT	ES LO	W - RA	TES H	IGH (T	HREE	MONT	H MO\	/ING A	VERA	GES)			
All	42	42	41	39	39	40	40	40	40	40	40	39	41
Age 18 to 44	35	35	37	35	33	33	32	33	32	33	33	32	32
Age 45 to 64	48	48	43	42	43	48	48	48	47	47	46	47	50
Age 65+	47	46	44	44	44	41	43	42	46	42	41	38	42
Income Bottom Third	23	23	22	19	19	21	21	23	26	25	24	22	27
Income Middle Third	49	46	45	43	45	45	45	44	43	41	42	43	44
Income Top Third	59	60	56	57	54	56	55	56	54	54	52	53	52

Response to the query: "Why do you

<sup>&</sup>quot;Why do you say so?" following the question on Table 41.

May add to more than 100% due to multiple mentions.

<sup>\*:</sup> Less than half of one percent.

## CHART 42A: PRICE REASONS FOR BUYING CONDITIONS FOR HOUSES (%LOW PRICES - %HIGH PRICES)

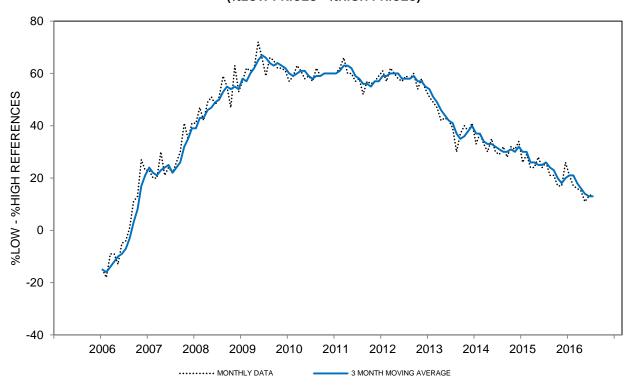


CHART 42A: PRICE REASONS FOR BUYING CONDITIONS FOR HOUSES (%LOW PRICES - %HIGH PRICES)



#### CHART 42B: ADVANCE BUYING RATIONALES FOR BUYING CONDITIONS FOR HOUSES

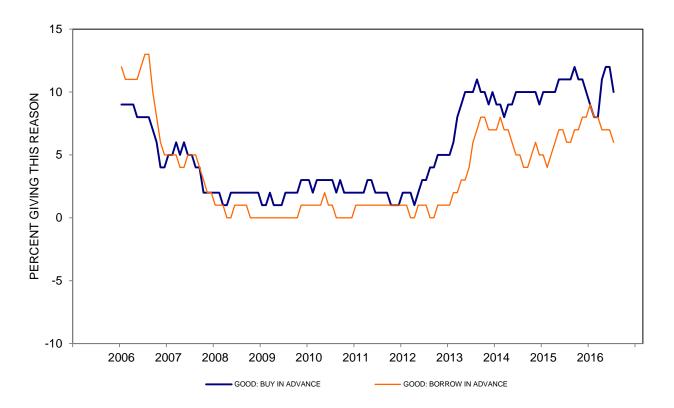
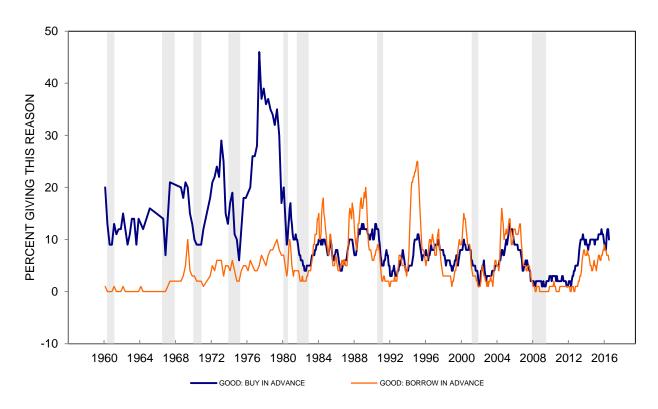


CHART 42B: ADVANCE BUYING RATIONALES FOR BUYING CONDITIONS FOR HOUSES



### CHART 42C: INTEREST RATE REASONS FOR BUYING CONDITIONS FOR HOUSES (%LOW INTEREST RATES - %HIGH INTEREST RATES)

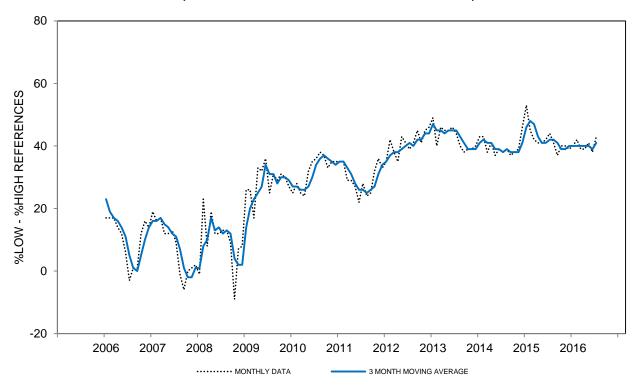
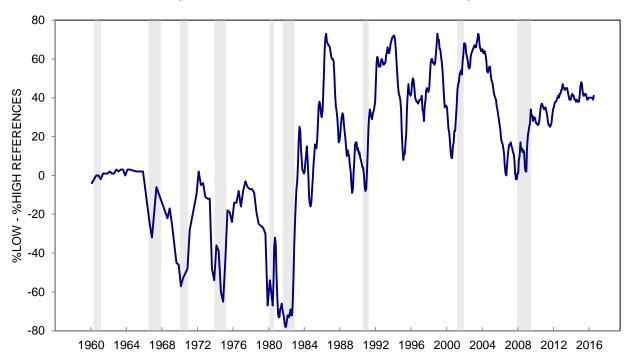
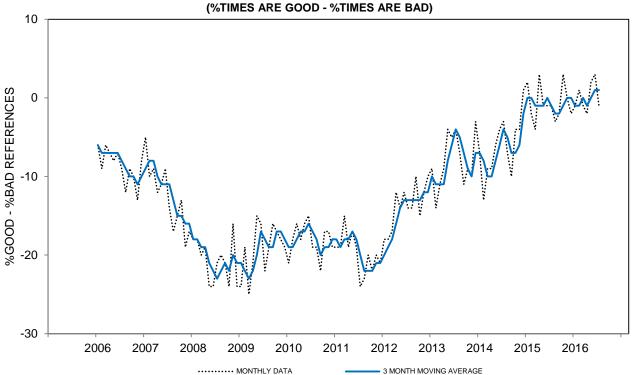


CHART 42C: INTEREST RATE REASONS FOR BUYING CONDITIONS FOR HOUSES (%LOW INTEREST RATES - %HIGH INTEREST RATES)



# CHART 42D: ECONOMIC UNCERTAINTY REASONS FOR BUYING CONDITIONS FOR HOUSES







## CHART 42E: CAPITAL GAIN REASONS FOR BUYING CONDITIONS FOR HOUSES (%CAPITAL APPRECIATION - %CAPITAL DEPRECIATION)

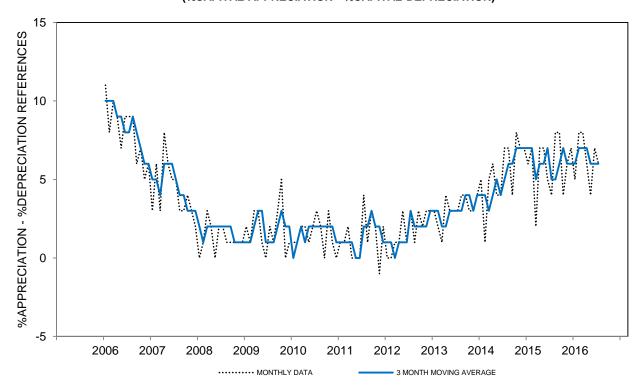


CHART 42E: CAPITAL GAIN REASONS FOR BUYING CONDITIONS FOR HOUSES (%CAPITAL APPRECIATION - %CAPITAL DEPRECIATION)

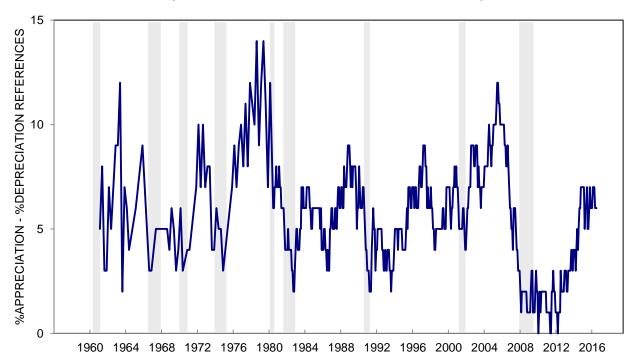


TABLE 43
SELLING CONDITIONS FOR HOUSES

	Jul 2015	Aug 2015			Nov 2015				Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016	
GOOD TIME TO SELL	57%	60%	54%	56%	56%	53%	58%	61%	59%	57%	64%	60%	63%	
UNCERTAIN, DEPENDS	3	4	6	4	5	3	2	4	1	2	3	6	4	
BAD TIME TO SELL	40	36	40	40	39	44	40	35	40	41	33	34	33	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
CASES	501	564	500	503	508	508	503	505	545	528	547	510	538	
INDEX SCORE	117	124	114	116	117	109	118	126	119	116	131	126	130	

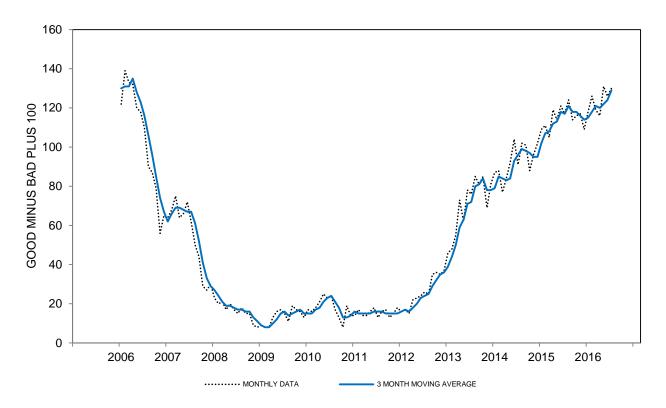
# SELLING CONDITIONS FOR HOUSES - INDEX SCORE THREE MONTH MOVING AVERAGES

All	117	121	118	118	116	114	115	118	121	120	122	124	129
Age 18 to 44	110	115	114	114	111	108	107	107	112	115	120	122	125
Age 45 to 64	120	119	119	118	120	118	122	127	130	125	125	130	137
Age 65+	127	133	124	125	117	121	118	123	125	123	123	118	122
Income Bottom Third	107	111	109	108	100	98	93	104	110	108	107	106	114
Income Middle Third	117	117	113	114	113	116	121	120	122	119	118	120	124
Income Top Third	133	138	135	131	131	129	130	127	130	135	143	148	150

The question was: "Generally speaking, do you think now is a good time or a bad time to sell a house?"

<sup>\*:</sup> Less than half of one percent. Index Score is the percent favorable minus the percent unfavorable plus 100

**CHART 43: SELLING CONDITIONS FOR HOUSES** 



**CHART 43: SELLING CONDITIONS FOR HOUSES** 

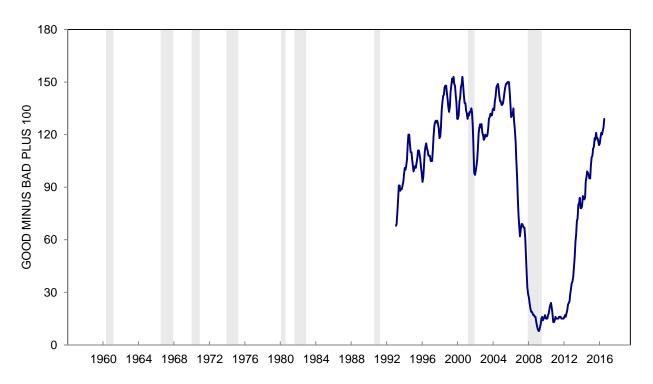


TABLE 44 SELECTED REASONS FOR OPINIONS ABOUT SELLING CONDITIONS FOR HOUSES

	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
GOOD TIME TO SELL	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010
Prices are high; good sales available	20%	24%	20%	18%	22%	20%	20%	24%	25%	18%	26%	26%	23%
Prices won't go up; are going lower	2	3	1	2	3	2	3	2	2	3	2	3	2
Interest rates are low credit is easy	14	17	17	16	15	16	21	18	14	13	19	13	19
Sell-in-advance of rising interest rates	1	3	2	1	2	3	4	1	2	3	1	1	1
Times are good; prosperity	24	20	21	25	20	19	22	24	21	24	24	20	23
Capital appreciation; would make money	3	5	4	2	4	3	2	5	2	4	4	4	5
BAD TIME TO SELL Prices are low	25	25	30	27	23	27	22	23	29	24	23	25	23
Interest rates are high; credit is tight	4	3	3	3	3	4	4	3	3	3	2	3	3
Times are bad; can't afford to buy	13	9	8	11	13	13	12	12	9	13	11	13	9
Bad times ahead; uncertain future	2	2	3	2	1	1	2	1	3	4	3	1	2
Capital depreciation; would lose money	5	6	7	5	7	6	5	4	5	7	4	3	3
SELECTED	REAS	ONS F	OR O	PINIO	NS AE	OUT	HOME	SELI	ING (	COND	TION	S	
PRIC	ES HIG	H - PR	RICES	LOW (	THREE	MON	гн мо	VING A	AVERA	GES)			
All	-8	-3	-5	-7	-7	-6	-3	-3	-2	-3	-2	-1	1
Age 18 to 44	-9	-3	-9	-12	-13	-10	-5	-5	-5	-6	-5	-1	-1
Age 45 to 64 Age 65+	-8 -4	-7 3	-5 -1	-4 -3	-3 -3	-4 -1	-2 -3	-1 0	1 0	-3 0	1 -3	3 -5	8 -3
Income Bottom Third	-11	-6	-11	-13	-15	-12	-13	-9	-10	-12	-10	-5	-3
Income Middle Third	-8	-4	-9	-10	-9	-5	-3	-4	-3	-5	-8	-7	-5
Income Top Third	1	5	6	2	2	-1	5	3	7	7	12	12	13
RAT	ES LO	W - RA	TES H	IGH (T	HREE	MONT	H MO	/ING A	VERA	GES)			
All	11	13	13	14	13	12	14	15	14	12	13	12	14
Age 18 to 44	6	7	7	8	7	7	7	9	9	8	8	8	10
Age 45 to 64	18	20	19	17	16	15	19	20	19 16	15	15 16	16	18 16
Age 65+	13	13	15	19	20	17	17	17	16	13	16	14	16
Income Bottom Third Income Middle Third	5 14	7 14	7 13	5 13	4 12	6 11	7 15	9 18	8 19	6 14	5 14	3 13	5 15
Income Top Third	18	18	18	21	21	19	18	17	17	16	19	20	21
5	113.671			011 ( . 11					40				

"Why do you say so?" following the question on Table 43. Response to the query:

May add to more than 100% due to multiple mentions.

\*: Less than half of one percent.

## CHART 44A: PRICE REASONS FOR SELLING CONDITIONS FOR HOUSES (%HIGH PRICES - %LOW PRICES)

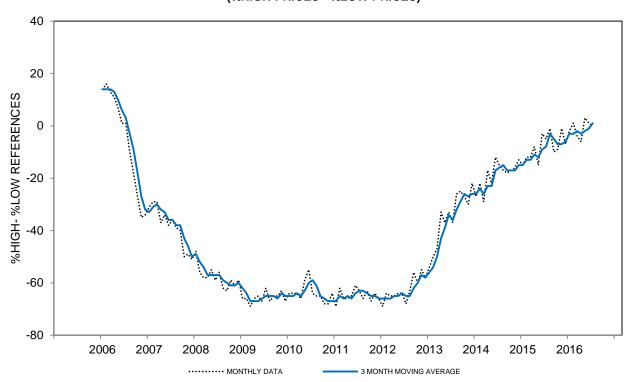
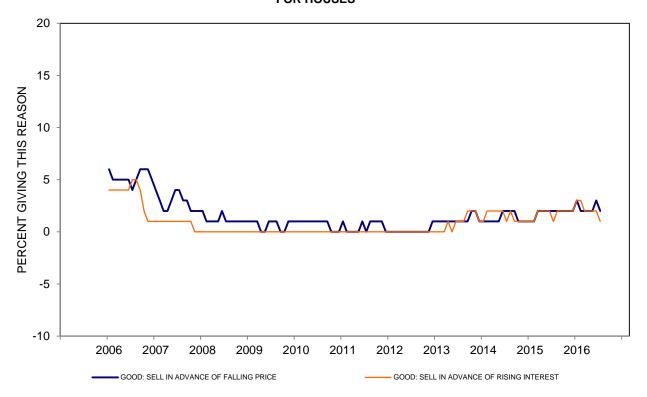


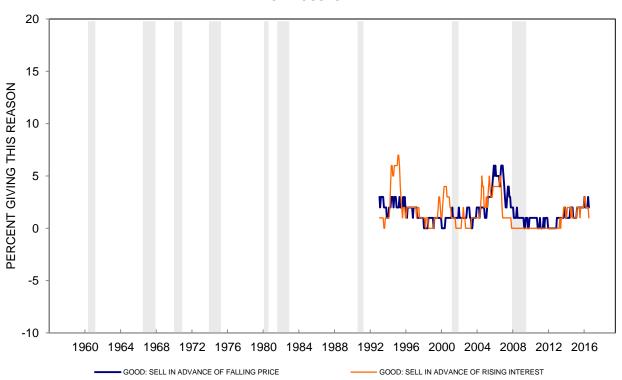
CHART 44A: PRICE REASONS FOR SELLING CONDITIONS FOR HOUSES (%HIGH PRICES - %LOW PRICES)



### CHART 44B: SELLING IN ADVANCE RATIONALES FOR SELLING CONDITIONS FOR HOUSES



### CHART 44B: SELLING IN ADVANCE RATIONALES FOR SELLING CONDITIONS FOR HOUSES



### CHART 44C: INTEREST RATE REASONS FOR SELLING CONDITIONS FOR HOUSES (%LOW INTEREST RATES - %HIGH INTEREST RATES)

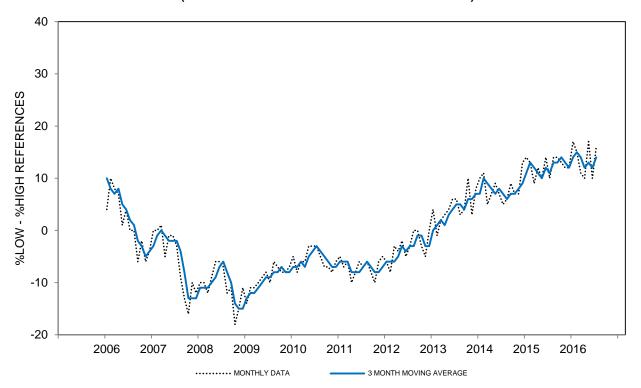


CHART 44C: INTEREST RATE REASONS FOR SELLING CONDITIONS FOR HOUSES (%LOW INTEREST RATES - %HIGH INTEREST RATES)

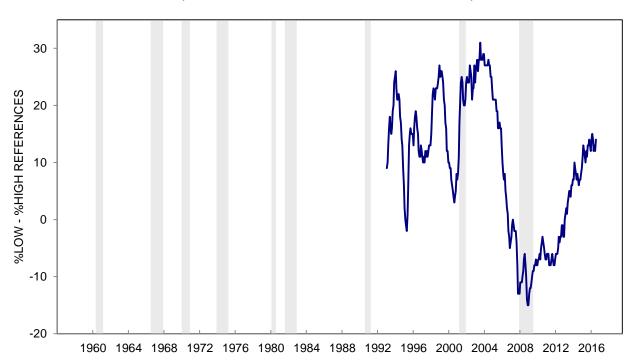
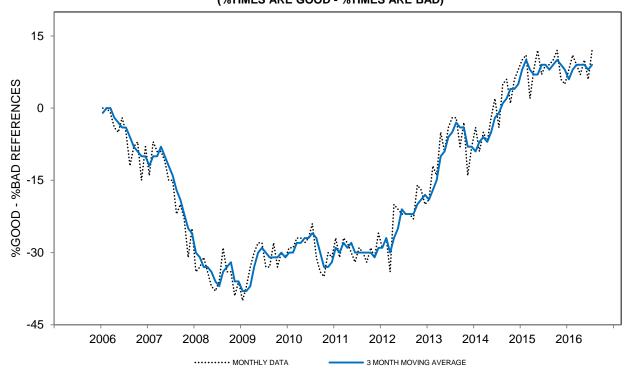
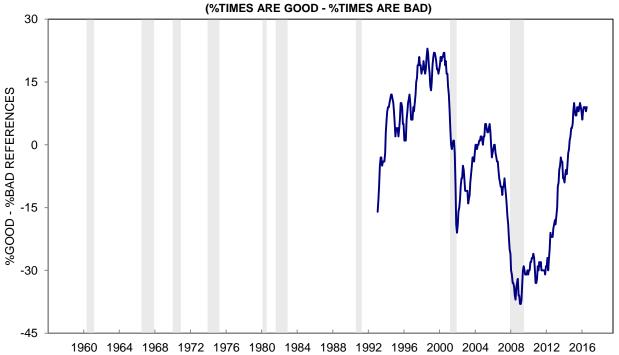


CHART 44D: ECONOMIC UNCERTAINTY REASONS FOR SELLING CONDITIONS FOR HOUSES

(%TIMES ARE GOOD - %TIMES ARE BAD)







### CHART 44E: CAPITAL GAIN REASONS FOR SELLING CONDITIONS FOR HOUSES (%CAPITAL APPRECIATION - %CAPITAL DEPRECIATION)

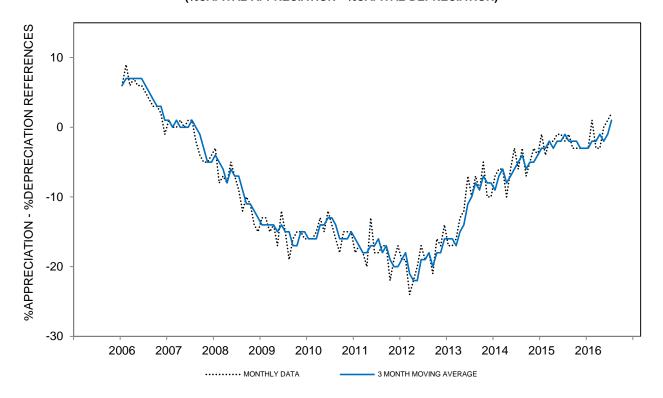


CHART 44E: CAPITAL GAIN REASONS FOR SELLING CONDITIONS FOR HOUSES (%CAPITAL APPRECIATION - %CAPITAL DEPRECIATION)

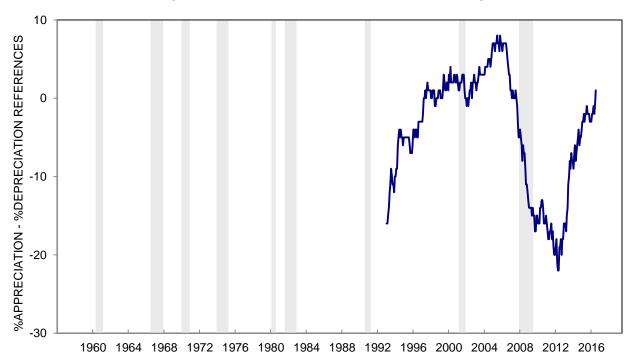


TABLE 45
CHANGE IN HOME VALUES DURING THE PAST YEAR

	Jul 2015	Aug 2015			Nov 2015					Apr 2016	May 2016	Jun 2016	Jul 2016
VALUE INCREASED	52%	51%	54%	55%	51%	49%	47%	48%	52%	53%	57%	56%	53%
VALUE SAME	38	38	31	35	39	39	43	41	39	36	35	35	33
VALUE DECREASED	9	11	14	10	10	11	9	10	9	10	7	9	13
DK, NA	1	*	1	*	*	1	1	1	*	1	1	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	353	383	349	356	340	349	349	361	395	369	380	370	380
INDEX SCORE	143	140	140	145	141	138	138	138	143	143	150	147	140

# CHANGE IN HOME VALUES DURING THE PAST YEAR - INDEX SCORE THREE MONTH MOVING AVERAGES

All	142	143	141	142	142	141	139	138	140	141	145	147	146
Age 18 to 44	146	151	149	152	150	149	147	143	143	145	150	151	148
Age 45 to 64	143	141	139	137	137	138	139	142	142	141	144	147	147
Age 65+	139	138	135	138	139	138	133	129	134	137	141	141	140
Income Bottom Third	114	120	119	123	121	122	117	115	113	114	122	134	135
Income Middle Third	140	140	142	141	142	141	141	140	140	141	144	143	141
Income Top Third	160	157	153	154	153	152	148	148	153	156	160	158	156
Home Value Bottom Third	108	114	111	114	114	118	115	112	111	111	120	125	126
Home Value Middle Third	151	148	145	146	145	146	143	147	147	151	151	153	152
Home Value Top Third	168	166	165	166	166	164	161	157	160	161	165	163	161

The question was: "Do you think the current value of your home--I mean, what it would bring

if you sold it today--has increased compared with a year ago, has

decreased compared with a year ago, or has it remained about the same?"

CASES is the number of homeowners.

<sup>\*:</sup> Less than half of one percent. Index Score is the percent favorable minus the percent unfavorable plus 100

**CHART 45: CHANGE IN HOME VALUES DURING THE PAST YEAR** 

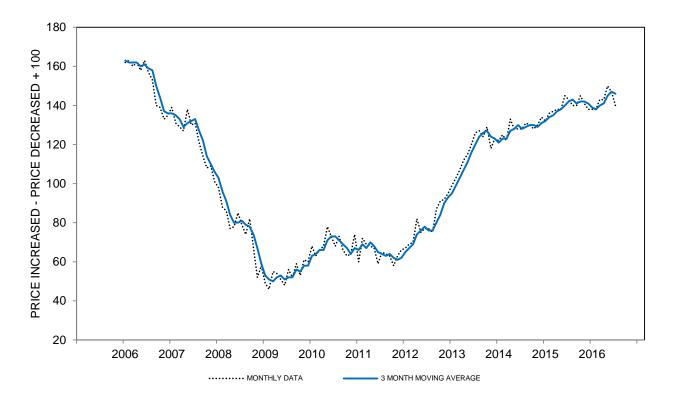


CHART 45: CHANGE IN HOME VALUES DURING THE PAST YEAR

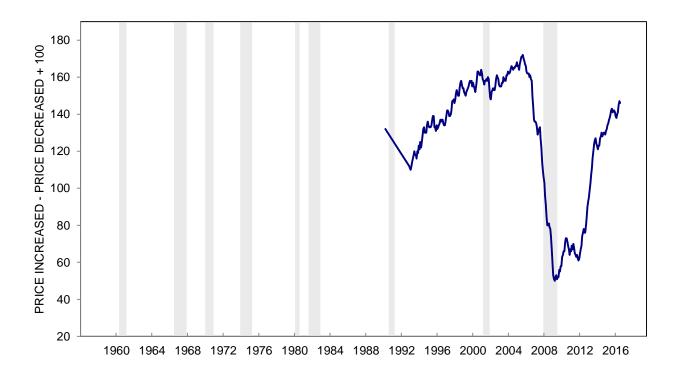


TABLE 46

### **EXPECTED CHANGE IN HOME VALUES DURING THE NEXT YEAR**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	2015	2015	2015	2015	2015	2015	2016	2016	2016	2016	2016	2016	2016
INCREASE	43%	48%	41%	39%	44%	44%	42%	40%	45%	46%	49%	44%	47%
REMAIN THE SAME	50	44	50	53	47	48	51	54	46	45	43	47	42
DECREASE	7	8	9	7	9	8	7	6	9	9	7	9	11
DK, NA	*	*	*	1	*	*	*	*	*	*	1	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	353	383	349	356	340	349	349	361	395	369	380	370	380
MEDIAN INCREASE	0.4	0.5	0.3	0.2	0.3	0.4	0.3	0.3	0.4	0.4	0.5	0.4	0.4
25th PERCENTILE	-0.1	-0.1	-0.2	-0.5	-0.5	-0.1	-0.5	-0.2	-0.2	-0.1	-0.4	-0.2	-0.2
75th PERCENTILE	4.5	4.9	3.6	3.3	3.5	4.5	3.9	4.2	4.6	4.6	4.7	4.7	4.8
INTERQUARTILE													
RANGE (75th-25th)	4.7	5.0	3.8	3.8	4.0	4.6	4.4	4.4	4.8	4.7	5.1	4.8	5.0
MEAN INCREASE	2.0	2.7	1.7	1.5	1.9	1.7	2.0	2.0	2.0	1.8	2.3	2.0	2.3
VARIANCE	21	34	35	26	29	34	32	27	30	41	31	29	32

# EXPECTED CHANGE IN HOME VALUES DURING THE NEXT YEAR - MEDIAN INCREASE THREE MONTH MOVING AVERAGES

All	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4
Age 18 to 44	0.7	1.4	1.1	1.1	0.8	1.2	1.1	0.7	0.3	0.7	0.8	0.8	0.4
Age 45 to 64	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.3	0.3	0.3	0.7	0.7	0.7
Age 65+	0.3	0.5	0.3	0.2	0.0	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.5
Income Bottom Third	0.2	0.3	0.5	0.4	0.3	-0.1	-0.2	-0.1	0.0	0.2	0.2	0.1	0.1
Income Middle Third	0.5	0.3	0.3	0.2	0.2	0.3	0.5	0.5	0.5	0.3	0.4	0.3	0.4
Income Top Third	1.0	1.7	1.2	1.1	0.4	0.4	0.4	0.4	8.0	1.3	1.9	2.1	1.7
Home Value Bottom Third	0.0	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0
Home Value Middle Third	0.7	0.7	0.3	0.3	0.2	0.2	0.1	0.3	0.4	0.5	0.6	0.6	8.0
Home Value Top Third	2.6	2.7	2.0	1.3	1.2	1.2	1.4	0.6	1.3	1.7	2.5	2.5	2.5

The questions were:

"What do you think will happen to the prices of homes like yours in your community over the next 12 months? Will they increase at a rapid rate, increase at a moderate rate, remain about the same, decrease at a moderate rate, or decrease at a rapid rate?"

"By about what percent do you expect prices of homes like yours in your community to go (up/down), on average, over the next 12 months?"

CASES is the number of homeowners.

<sup>\*:</sup> Less than half of one percent.

CHART 46: EXPECTED MEAN CHANGE IN HOME VALUES DURING THE NEXT YEAR

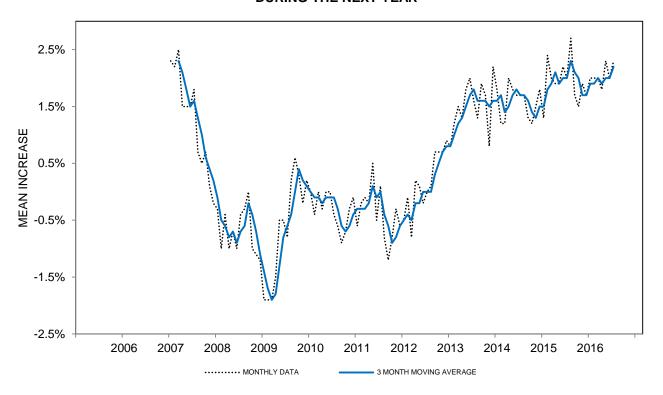


CHART 46: EXPECTED MEAN CHANGE IN HOME VALUES DURING THE NEXT YEAR

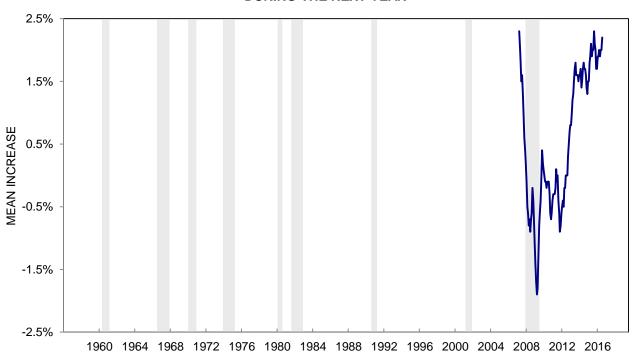


TABLE 47
EXPECTED CHANGE IN HOME VALUES DURING THE NEXT 5 YEARS

	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016
INCREASE	68%	68%	64%	64%	63%	63%	63%	62%	68%	65%	63%	65%	66%
REMAIN THE SAME	23	21	26	25	28	27	27	27	24	25	28	24	24
DECREASE	8	10	9	9	7	9	9	11	7	9	9	10	10
DK, NA	1	1	1	2	2	1	1	*	1	1	*	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	353	383	349	356	340	349	349	361	395	369	380	370	380
MEDIAN INCREASE	2.3	2.4	1.9	1.9	2.1	2.2	2.1	1.9	2.5	2.1	1.9	2.3	2.0
25th PERCENTILE	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1
75th PERCENTILE	4.7	4.9	4.5	4.5	4.6	4.6	4.6	4.5	4.8	4.2	4.6	4.8	4.8
INTERQUARTILE RANGE (75th-25th)	4.5	4.7	4.4	4.4	4.5	4.6	4.5	4.5	4.7	4.1	4.5	4.7	4.7
MEAN INCREASE	2.7	2.8	2.6	2.2	2.6	1.9	2.2	2.4	2.8	2.1	2.2	2.7	2.5
VARIANCE	17	21	26	22	18	28	27	25	28	22	20	26	26

# EXPECTED CHANGE IN HOME VALUES DURING THE NEXT 5 YEARS - MEDIAN INCREASE THREE MONTH MOVING AVERAGES

All	2.3	2.4	2.2	2.1	2.0	2.1	2.1	2.1	2.2	2.2	2.2	2.1	2.1
Age 18 to 44	2.2	2.4	2.3	2.3	2.1	2.0	2.2	2.1	2.1	2.1	2.0	2.0	1.9
Age 45 to 64	2.5	2.4	2.1	1.8	1.7	1.9	2.1	2.2	2.4	2.4	2.5	2.3	2.2
Age 65+	2.3	2.5	2.1	2.1	2.1	2.2	1.9	1.7	1.8	2.0	1.7	1.8	1.9
Income Bottom Third	0.7	1.2	1.0	1.1	0.9	0.8	0.6	0.4	0.5	0.7	0.6	1.0	1.0
Income Middle Third	2.7	2.4	2.1	2.2	2.3	2.3	2.4	2.3	2.5	2.3	2.1	2.0	2.1
Income Top Third	2.7	2.8	2.6	2.3	2.1	2.2	2.3	2.4	2.4	2.6	2.7	2.6	2.5
Home Value Bottom Third	0.8	1.0	1.0	0.8	1.1	1.1	1.4	0.9	1.1	0.7	0.8	0.4	0.6
Home Value Middle Third	2.3	2.4	2.1	2.0	1.6	1.9	2.0	2.4	2.3	2.6	2.4	2.5	2.4
Home Value Top Third	3.1	3.1	3.0	2.9	2.7	2.7	2.6	2.5	2.6	2.7	2.8	2.9	2.8

The questions were:

"What about the outlook for prices of homes like yours in your community over the next 5 years or so? Do you expect them to

increase, remain about the same, or decrease?"

"By about what percent per year do you expect prices of homes like yours in your community to go (up/down), on average, over the next 5

years or so?"

CASES is the number of homeowners.

<sup>\*:</sup> Less than half of one percent.

CHART 47: EXPECTED MEAN CHANGE IN HOME VALUES DURING THE NEXT FIVE YEARS

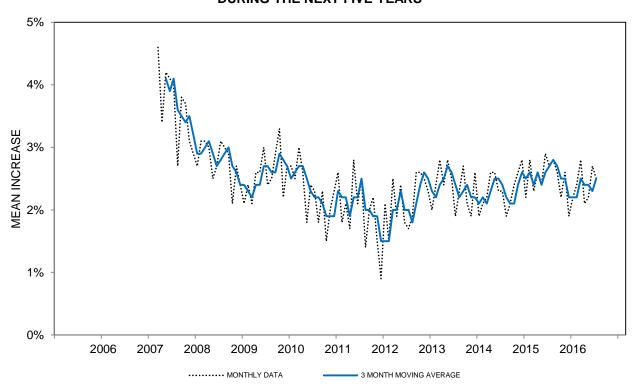
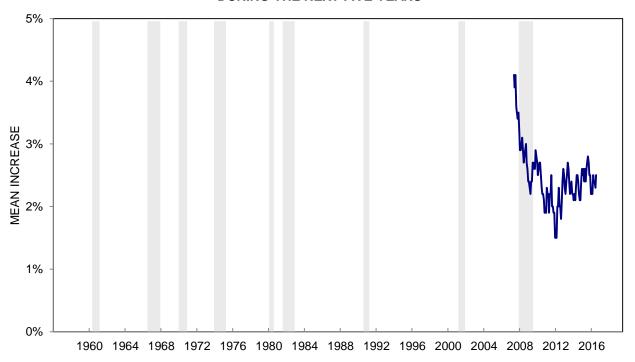


CHART 47: EXPECTED MEAN CHANGE IN HOME VALUES DURING THE NEXT FIVE YEARS



#### RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE

(Sampling Error Allowance in Percentage Points<sup>1</sup>)

For Estimated Percentage Near	Number of Interviews											
	100	200	300	400	500	750	1000	1250	1500	2000	2500	3000
1% or 99%	2.2	1.6	1.3	1.1	1.0	0.8	0.7	0.6	0.6	0.5	0.4	0.4
5% or 95%	4.9	3.5	2.8	2.4	2.2	1.8	1.5	1.4	1.3	1.1	1.0	0.9
10% or 90%	6.7	4.8	3.9	3.4	3.0	2.4	2.1	1.9	1.7	1.5	1.3	1.2
20% or 80%	9.0	6.3	5.2	4.5	4.0	3.3	2.8	2.5	2.3	2.0	1.8	1.6
30% or 70%	10.3	7.3	5.9	5.1	4.6	3.7	3.2	2.9	2.6	2.3	2.0	1.9
40% or 60%	11.0	7.8	6.3	5.5	4.9	4.0	3.5	3.1	2.8	2.4	2.2	2.0
50%	11.2	7.9	6.5	5.6	5.0	4.1	3.5	3.2	2.9	2.5	2.2	2.0

<sup>&</sup>lt;sup>1</sup> The figures in this table represent two standard errors. Hence, the chances are 95 in 100 that the true percentage lies within a range equal to the observed percentage, plus or minus the sampling error.

#### **DESCRIPTION OF CHARTS**

#### **DATA POINTS**

QUARTERLY DATA: Data collected by surveys conducted at three month intervals before 1978.

MONTHLY DATA: Data collected by surveys conducted each month since January of 1978.

THREE-MONTH Each point plotted represents the average of the three MOVING AVERAGE monthly observations ending at the date plotted.

HISTORICAL SERIES CHARTS Quarterly data prior to 1978 and three month moving average starting in 1978.

#### TIME SCALE

Each tic mark on the time scale represents the month of January for the indicated year.

#### **RECESSION PERIODS**

December	1948 - October	1949
August	1953 - May	1954
September	1957 - April	1958
May	1960 - February	1961
July	1966 - November	1967*
January	1970 - November	1970
December	1973 - March	1975
February	1980 - July	1980
August	1981 - November	1982
August	1990 - March	1991
March	2001 - November	2001
December	2007 - June	2009

Recession dates are determined by the National Bureau of Economic Research.

RECESSION PERIOD: Reduction in the national output of goods and services, generally

lasting at least two quarters.

\*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually

followed by a recession and always the initial stage of a recession).