



Consumer Confidence, Gas Price Impact & Future Spending
Source: BIGresearch CIA Survey, November 07

Adults 18+

Which one of the following best describes your feelings about chances for a strong economy during the next 6 months?

Very confident	6.2%
Confident	31.1%
Little confidence	47.8%
No confidence	15.0%
Total	100.0%

How have fluctuating gas prices impacted your spending?

Delayed major purchase such as car, TV, furniture	20.9%
Reduced dining out	32.8%
Decreased vacation/travel	31.0%
Increased carpooling	6.0%
I will be driving less	39.8%
Spending less on groceries	17.8%
Spending less on clothing	27.1%
Other	5.5%
No major impact	26.1%

because the respondents can select more than one answer.

As a result of fluctuating gas prices, are you doing any of the following?

Buying more store brand/generic	26.1%
Doing more comparative	19.0%
Doing more comparative shopping with ad	26.7%
Shopping closer to home	41.0%
Shopping for sales more often	35.2%
Shopping more online	14.5%
Taking fewer shopping trips	41.0%
Using coupons more	27.8%
Deferring auto maintenance/tires	10.4%
Other:	4.6%

because the respondents can select more than one answer.

Regarding your personal financial situation, compared to this time last year, are you...

Better off	20.7%
Same	45.8%
Worse off	33.5%
Total	100.0%

Do you feel that there is "too much month at the end of your paycheck"?

All the Time	26.6%
Most of the Time	23.4%
Sometimes	33.0%
Never	17.0%
Total	100.0%

In the last 6 months, have you made any of the following changes?

I have become more practical and realistic in my purchases	38.8%
I have become less practical and more impulsive in my purchases	3.2%
I focus more on what I NEED rather than what I WANT	46.5%

Adults 18+

I have become more conscious	22.5%
I am spending more time and money on decorating my home	7.8%
I worry more about political and national security issues	18.1%
I have reordered priorities in my	16.7%
I have become more budget	37.1%
I am spending more time with	21.0%
I am shopping less at enclosed shopping malls and more at free	13.0%
I have not made any changes	16.1%

because the respondents can select more than one answer.

Do you plan to make any of the following major (big dollar) purchases within the next 6 months?

Computer	12.4%
Furniture	9.1%
Home Appliances	6.6%
House	3.4%
Jewelry/Watch	5.7%
Major Home Improvement or	8.7%
RV/Boat	1.1%
Stereo Equipment	2.6%
TV	10.1%
DVD/VCR	4.8%
Digital Camera	6.9%
Vacation Travel	12.7%
Other:	4.6%

because the respondents can select more than one answer.

Are you planning on buying/leasing a car/truck within the next 6 months?

Yes	11.0%
No, I bought/leased within the	11.1%
No	78.0%
Total	100.0%

**Retail Merchandise Categories - 90 Day Outlook
(November 07 compared to October 07 and November 06)**

Category	October 07	November 06	Category	October 07	November 06
Children's	DOWN	DOWN	Toys and Games	DOWN	DOWN
Women's Dress	DOWN	DOWN	CDs/DVDs/Videos/Books	DOWN	DOWN
Women's Casual	DOWN	DOWN	Electronics	DOWN	DOWN
Men's Dress	DOWN	DOWN	Groceries	DOWN	DOWN
Men's Casual	DOWN	DOWN	Home Improvement	DOWN	DOWN
Shoes	DOWN	DOWN	Lawn & Garden	UP	FLAT
HBC	DOWN	DOWN	Home Furniture	DOWN	DOWN
Dining Out	FLAT	DOWN	Decorative Home Furnishings	DOWN	DOWN
Sporting Goods	UP	UP	Linens/Bedding/Draperies	DOWN	DOWN

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