



Money New American Values Study – Wave 2
Prepared by Marketing & Research Resources, Inc. (M&RR)
August 2011

QUOTAS:		
Total:	1000	Sample Source
GenPop Age 18+	500	Gen Pop Internet Panel
HHI OQ Age 18+ HHI 75K+	500	Gen Pop Internet Panel

SCREENER QUALIFICATIONS:	
QS2	Age = 18+
QS3	Pass standard security screening
ADDITIONAL HHI OQ QUALS	
QS5	HHI 75K+

Thank you for agreeing to participate in our survey!

Your opinions are very important to us.

We hope that this experience will be a pleasant one. Please remember your information will be kept strictly confidential and only reported in aggregate.

Please be advised that it may take a few moments for the survey to load.

While in the survey, please use the arrow at the bottom of each question to go to the next screen instead of your browser buttons.

Please click on the arrow button below to begin the survey.

***2009 Gen pop / 2009 OQ data / 2011 Gen pop data / 2011 OQ data noted**

SCREENER SECTION

<u>2009</u>		<u>2011</u>	
<u>GEN</u>	<u>POP</u>	<u>GEN</u>	<u>POP</u>
	<u>75K+</u>		<u>75K+</u>

51%	50%	51%	50%
49%	50%	49%	50%

S1. Are you ...? **(Select ONE)**

- Male
- Female

S2. What is your age? **(Select ONE)**

0%	0%	0%	0%
8%	3%	6%	3%
15%	13%	16%	14%
19%	26%	19%	25%
21%	26%	21%	29%
17%	25%	17%	21%
21%	7%	21%	9%

- Under 18 [**THANK & TERM**]
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

S3. Often people who work for businesses related to products or services we research can bring insight to our work.

Do you or does any member of your immediate family work in a job or for a company that is *in any way* connected with any of the following? **(Select ALL that apply)**

- Online media
- Marketing or market research
- The publishing or distribution of a newspaper or magazine
- Advertising
- Public relations
- Television or radio
- Financial services (including banking, brokerage, insurance and accounting)
- None of these

100%	100%	100%	100%
------	------	------	------

2009		2011	
GEN	POP	GEN	POP
	75K+		75K+

55%	67%	55%	69%
9%	11%	9%	9%
11%	4%	8%	3%
6%	7%	10%	7%
3%	2%	3%	2%
17%	9%	15%	10%

S4. Which of the following best describes your employment status? **(Select ONE)**

- Employed full-time (*30 hours or more per week*)
- Employed part-time (*less than 30 hours per week*)
- Currently unemployed
- Homemaker
- Student
- Retired

S5. Which of the following categories best describes your total estimated household income? **(Select ONE)**

21%	-	17%	-	Under \$25,000
20%	-	20%	-	\$25,000 to \$39,999
14%	-	12%	-	\$40,000 to \$49,999
8%	-	12%	-	\$50,000 to \$59,999
10%	-	11%	-	\$60,000 to \$74,999
1%	39%	14%	39%	\$75,000 to \$99,999
6%	22%	6%	23%	\$100,000 to \$124,999
4%	14%	4%	13%	\$125,000 to \$149,999
7%	25%	4%	25%	\$150,000 or more

[IF HHI OQ SAMPLE AND NOT 75K+ in QS5, THANK AND END]

C9a. Are you of Hispanic background or ancestry? **(Select ONE)**

12%	7%	14%	7%	Yes
88%	93%	86%	93%	No

<u>2009</u>		<u>2011</u>	
<u>GEN</u>	<u>POP</u>	<u>GEN</u>	<u>POP</u>
	<u>75K+</u>		<u>75K+</u>

82%	90%	85%	87%
14%	6%	12%	6%
2%	5%	2%	6%
3%	2%	2%	2%
0%	0%	0%	0%

C9b. Which of the following describes your racial or ethnic group? (**Select ALL that apply**)

White / Caucasian
 Black / African American
 Asian or Pacific Islander
 Alaskan Native / American Indian
 Other (Specify)

C5. Please indicate the highest level of education you have completed. (**Select ONE**)

3%	1%	3%	0%
23%	9%	24%	5%
10%	4%	7%	3%
35%	19%	37%	15%
6%	7%	5%	7%
10%	29%	12%	29%
7%	9%	3%	8%
7%	24%	9%	33%

Some high school or less
 High school graduate
 Attended / Graduated technical school
 Attended college
 Graduated from 2-year college
 Graduated from 4-year college
 Some post-graduate work, no degree
 Post-graduate degree

STATE. [INSERT STATE LIST]
 Outside U.S. [THANK AND END]

S6a. How many children do you have? (**Select ONE**)

Please include all children regardless of age or whether they live with you or not.

34%	29%	36%	30%
15%	15%	14%	16%
23%	29%	23%	28%
14%	16%	15%	17%
15%	12%	12%	10%

None (**SKIP TO Q1**)
 1
 2
 3
 4 or more

<u>2009</u>		<u>2011</u>	
<u>GEN</u>	<u>75K+</u>	<u>GEN</u>	<u>75K+</u>

S6. Please indicate how many children you have in each of the following age categories. (Select ONE for each age category)

87%	90%	91%	86%
10%	8%	8%	10%
3%	2%	2%	3%
0%	0%	0%	0%
0%	0%	0%	0%

Under 5 years of age

- None
- 1
- 2
- 3
- 4 or more

87%	86%	91%	86%
11%	10%	8%	11%
2%	4%	1%	3%
1%	0%	0%	1%
0%	0%	0%	0%

5 to 9 years of age

- None
- 1
- 2
- 3
- 4 or more

81%	80%	89%	84%
16%	16%	7%	11%
2%	3%	4%	4%
0%	0%	0%	1%
0%	0%	0%	0%

10 to 14 years of age

- None
- 1
- 2
- 3
- 4 or more

83%	80%	90%	83%
13%	15%	9%	13%
3%	4%	1%	3%
1%	1%	0%	1%
0%	0%	0%	0%

15 to 19 years of age

- None
- 1
- 2
- 3
- 4 or more

87%	82%	88%	84%
10%	13%	9%	11%
2%	4%	3%	4%
0%	1%	1%	1%
0%	0%	0%	0%

20 to 24 years of age

- None
- 1
- 2
- 3
- 4 or more

<u>2009</u>		<u>2011</u>	
<u>GEN</u>	<u>75K+</u>	<u>GEN</u>	<u>75K+</u>

89%	84%	89%	86%
8%	12%	7%	10%
2%	3%	3%	4%
1%	1%	0%	0%
0%	0%	0%	0%

74%	76%	70%	79%
7%	8%	6%	6%
10%	9%	9%	7%
4%	3%	8%	4%
6%	3%	7%	3%

25 to 29 years of age

- None
- 1
- 2
- 3
- 4 or more

30 years of age or older

- None
- 1
- 2
- 3
- 4 or more

BODY OF INTERVIEW

(SHOW Q1 & Q2 ON SAME SCREEN)

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

1. We are interested in how people are getting along financially these days.

Would you say that you and your family are better off financially, worse off, or just about the same as a year ago? (Select ONE)

4%	3%	3%	5%
5%	7%	18%	22%
37%	39%	36%	44%
29%	28%	31%	24%
26%	22%	12%	6%

Much better off now
 Slightly better off now
 The same
 Slightly worse off now
 Much worse off now

2. Now looking ahead, do you think that a year from now you and your family will be better off financially, worse off, or just about the same as now? (Select ONE)

14%	11%	8%	7%
23%	20%	32%	34%
39%	45%	40%	43%
12%	13%	16%	13%
12%	12%	5%	3%

Will be much better off
 Will be slightly better off
 The same
 Will be slightly worse off
 Will be much worse off

2009		2011	
GEN	POP 75K+	GEN	POP 75K+

11%	6%	5%	3%
30%	30%	26%	26%
23%	11%	30%	37%
15%	31%	21%	23%
20%	22%	18%	11%

3. How do you feel about the future of the U.S. economy during the next 12 months?

Considering everything, would you say you feel generally optimistic, generally pessimistic, or are you uncertain about the future of the U.S. economy? (Select ONE)

Feel very optimistic
 Feel somewhat optimistic
 Feel somewhat pessimistic
 Feel very pessimistic
 Uncertain

- 3a. How do you feel about the ability of officials in the U.S. government to spur future economic growth in this country?

Considering everything, would you say you feel optimistic, pessimistic, or are you uncertain about government officials' ability to spur economic growth? (Select ONE)

-	-	4%	2%
-	-	19%	17%
-	-	29%	35%
-	-	32%	36%
-	-	16%	10%

Feel very optimistic
 Feel somewhat optimistic
 Feel somewhat pessimistic
 Feel very pessimistic
 Uncertain

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

3c. For each of the following U.S. government bodies and officials, please indicate the degree of optimism that you have in regard to their ability to spur future economic growth in this country. (Select ONE for each)

Congress				
-	-	2%	2%	Feel very optimistic
-	-	15%	12%	Feel somewhat optimistic
-	-	33%	35%	Feel somewhat pessimistic
-	-	41%	45%	Feel very pessimistic
-	-	10%	7%	Uncertain

The President				
-	-	14%	10%	Feel very optimistic
-	-	21%	23%	Feel somewhat optimistic
-	-	18%	24%	Feel somewhat pessimistic
-	-	38%	38%	Feel very pessimistic
-	-	10%	6%	Uncertain

State and Local Governments				
-	-	4%	2%	Feel very optimistic
-	-	28%	28%	Feel somewhat optimistic
-	-	37%	41%	Feel somewhat pessimistic
-	-	21%	22%	Feel very pessimistic
-	-	11%	7%	Uncertain

The Federal Reserve				
-	-	3%	3%	Feel very optimistic
-	-	25%	29%	Feel somewhat optimistic
-	-	30%	36%	Feel somewhat pessimistic
-	-	24%	20%	Feel very pessimistic
-	-	18%	11%	Uncertain

Republican leaders				
-	-	5%	5%	Feel very optimistic
-	-	20%	22%	Feel somewhat optimistic
-	-	24%	23%	Feel somewhat pessimistic
-	-	39%	43%	Feel very pessimistic
-	-	13%	7%	Uncertain

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>
-	-	8%	5%
-	-	21%	21%
-	-	24%	27%
-	-	35%	39%
-	-	13%	7%

Democratic leaders

- Feel very optimistic
- Feel somewhat optimistic
- Feel somewhat pessimistic
- Feel very pessimistic
- Uncertain

4. Three years ago the country was in the midst of the most severe economic crisis since the Great Depression.

Compared to 3 years ago, would you say that the overall value of your investments has increased, decreased, or remained about the same? (Select ONE)

-	-	2%	4%
-	-	13%	22%
-	-	15%	20%
-	-	20%	26%
-	-	29%	24%
-	-	18%	4%
-	-	3%	1%

- Increased a lot
- Increased a little
- Remained about the same
- Decreased a little
- Decreased a lot
- I do not have any investments [SKIP TO Q15]
- I do not know

5. How have economic conditions over the **past 3 years** affected the way you invest now? (Please be as specific and detailed as possible)

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

15. Which of the following best describes how you see the condition of the U.S. economy **right now**? (Select ONE)

-	-	8%	14%	The U.S. economy started to improve in the last year and the summer was a temporary setback
-	-	24%	23%	The U.S. economy is going back and forth between recession and recovery and it's not clear which way it's going to go
-	-	10%	13%	We are still in a recession and the U.S. economy won't really improve until next year – 2012
-	-	42%	43%	We are still in a recession and it's not clear when the U.S. economy will improve
-	-	17%	7%	I really don't know when the U.S. economy will improve

[DISPLAY Q15A AND Q15B TOGETHER ON THE SAME SCREEN]

15a. When do you think the economy will begin growing at a significant rate again? (Select ONE)

-	-	2%	3%	In the next 6 months
-	-	12%	13%	6 months to a year from now
-	-	32%	42%	Longer than a year from now
-	-	37%	31%	I am uncertain
-	-	15%	9%	I feel that the days of significant economic growth are not coming back
-	-	3%	2%	Other (specify):

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

15b. **A year from now**, do you think the stock market will be up, down, or about the same as it is now? (Select ONE)

-	-	4%	3%	Up a lot
-	-	29%	42%	Up a little
-	-	43%	39%	About the same
-	-	16%	12%	Down a little
-	-	8%	4%	Down a lot

17. When do you think the U.S. housing market will really begin to recover? (Select ONE)

-	-	3%	3%	It's already recovering
-	-	6%	6%	Within the next year
-	-	16%	16%	Between 1 and 2 years from now
-	-	28%	37%	Between 2 and 5 years from now
-	-	22%	23%	Longer than 5 years from now
-	-	8%	6%	I don't think the U.S. housing market will ever recover
-	-	17%	9%	I really don't know when the U.S. housing market will start to improve

24. How has the value of your home changed over the **past 3 years**? (Select ONE)

Your best estimate is fine.

-	-	13%	15%	Decreased more than 25%
-	-	21%	29%	Decreased between 15% and 25%
-	-	21%	27%	Decreased between 1% and 14%
-	-	16%	14%	Stayed the same [SKIP TO Q13]
-	-	4%	7%	Value has increased [SKIP TO Q13]
-	-	26%	8%	Do not own a home [SKIP TO Q6]

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

25. How long do you think it will take for your home to recover the loss of value it sustained over the **past 3 years**? (Select ONE)

Based to THOSE WHOSE HOME VALUE DECREASED OVER PAST 3 YEARS

-	-	1%	1%	Less than a year
-	-	8%	9%	Between 1 and 2 years
-	-	32%	35%	Between 2 and 5 years
-	-	32%	39%	Longer than 5 years
-	-	15%	10%	I don't think my house will ever recover the value it lost
-	-	12%	6%	I really don't know when my house will recover the value it lost

13 How worried are you about losing your home in the next 12 months? (Select ONE)

Based to THOSE WHO OWN A HOME

13%	5%	6%	3%	Very worried
18%	12%	13%	8%	Somewhat worried
28%	29%	26%	25%	Not too worried
40%	54%	54%	64%	Not at all worried
2%	1%	0%	0%	Already have lost my home

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

6. Which of the following types of investments, if any, are you currently invested in?
(Select ALL that apply)

RANDOMIZE:

-	-	22%	45%	U.S. stocks or stock mutual funds or ETFs (exchange-traded funds)
-	-	13%	31%	Bonds or bond mutual funds
-	-	3%	7%	U.S. Treasury securities
-	-	40%	68%	401(k) or 403(b) accounts
-	-	5%	16%	529 or other college fund
-	-	31%	52%	IRAs
-	-	6%	16%	International stocks or emerging markets securities
-	-	23%	38%	Cash equivalent investments such as CDs and money market funds
-	-	4%	5%	Immediate annuities
-	-	7%	11%	Deferred annuities
-	-	7%	12%	Real estate held for investment purposes
-	-	1%	3%	Private equity including venture capital
-	-	1%	2%	Hedge funds
-	-	1%	4%	Commodities
-	-	12%	12%	Collectibles (art, coins, etc.)
-	-	6%	11%	Gold or other precious metals
-	-	50%	68%	Bank savings accounts
-	-	12%	23%	U.S. Savings Bonds
-	-	3%	2%	Other (specify):
-	-	22%	4%	I do not currently have any investments

[DISPLAY Q7 & Q7B TOGETHER ON THE SAME SCREEN]

7. When it comes to your finances, what is your single biggest worry or concern? (Please be as specific and detailed as possible)
- 7b. And how has that changed in the **past 3 years**? (Please be as specific and detailed as possible)

<u>2009</u>		<u>2011</u>	
<u>GEN</u>	<u>POP</u>	<u>GEN</u>	<u>POP</u>
	<u>75K+</u>		<u>75K+</u>

8. Which of the following actions, if any, have you been taking over the past 3 years? (Select ONE for each action)

% SAYING YES

62%	60%	Paying down my credit card debt
65%	50%	Paying for purchases or expenses with cash more often
69%	62%	Postponing major purchases (cars, consumer electronics, clothing and home improvement, etc.)
35%	23%	Postponing medical care, treatment or medications
61%	49%	Postponing trips or vacations
85%	84%	Spending more time looking for special deals and discounts on products before I buy
59%	51%	Giving less money to charities or groups in my community
47%	35%	Reducing the amount of money I give my children*
34%	43%	Shifting investments into safer, more conservative vehicles like CDs and money market funds
23%	25%	Giving more time to charities or groups in my community
80%	70%	Eating at home more often
36%	26%	Stopping or reducing regular contributions to a retirement account
36%	50%	Examining my overall portfolio and taking steps to gain greater diversification
29%	23%	Stopping or reducing contributions to a college savings account
57%	63%	Saving money to build up a security cushion (“rainy day fund”)
84%	74%	Cutting back my spending and purchases of luxury or premium goods
18%	24%	Shifting money into more growth-oriented investments like stocks

**[DO NOT ASK * ITEMS OF THOSE WITH NO CHILDREN OR THOSE WITH ONLY CHILDREN UNDER 5]
[IF NO TO ALL, SKIP TO Q9B]**

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

9. Which of these actions are you still doing and for how long do you think you will continue taking these actions?

Are you...

Based to THOSE WHO TOOK ACTION

2009 GEN POP	2009 75K+	2011 GEN POP	2011 75K+	Action
35%	25%	25%	25%	STILL DOING THIS AND WILL CONTINUE UNTIL ECONOMIC CONDITIONS IMPROVE
46%	45%	45%	45%	Paying down my credit card debt
72%	79%	79%	79%	Paying for purchases or expenses with cash more often
74%	78%	78%	78%	Postponing major purchases (cars, consumer electronics, clothing and home improvement, etc.)
75%	79%	79%	79%	Postponing medical care, treatment or medications
35%	32%	32%	32%	Postponing trips or vacations
65%	74%	74%	74%	Spending more time looking for special deals and discounts on products before I buy
57%	68%	68%	68%	Giving less money to charities or groups in my community
47%	63%	63%	63%	Reducing the amount of money I give my children*
33%	26%	26%	26%	Shifting investments into safer, more conservative vehicles like CDs and money market funds
51%	57%	57%	57%	Giving more time to charities or groups in my community
59%	71%	71%	71%	Eating at home more often
41%	43%	43%	43%	Stopping or reducing regular contributions to a retirement account
49%	55%	55%	55%	Examining my overall portfolio and taking steps to gain greater diversification
37%	36%	36%	36%	Stopping or reducing contributions to a college savings account
60%	65%	65%	65%	Saving money to build up a security cushion (“rainy day fund”)
46%	56%	56%	56%	Cutting back my spending and purchases of luxury or premium goods
				Shifting money into more growth-oriented investments like stocks

2009		2011	
GEN		GEN	
POP	75K+	POP	75K+

9b. **Compared to 3 years ago**, are your credit card balances today ...? (Select ONE)

-	-	10%	8%	Much higher
-	-	9%	8%	A little higher
-	-	14%	15%	About the same
-	-	12%	11%	A little lower
-	-	18%	15%	Much lower
-	-	24%	40%	Do not carry a credit card balance today, and did not carry one 3 years ago
-	-	13%	2%	Do not have a credit card

[DISPLAY Q9C AND Q9D TOGETHER ON THE SAME SCREEN]

9c. Regarding your savings, compared to **3 years ago** are you putting...? (Select ONE)

-	-	7%	10%	Much more money in savings
-	-	21%	24%	A little more money in savings
-	-	23%	33%	About the same amount of money in savings
-	-	13%	15%	A little less money in savings
-	-	20%	14%	Much less money in savings
-	-	15%	4%	Do not have money in savings

9d. Regarding your investments, compared to **3 years ago** are you putting...? (Select ONE)

-	-	3%	5%	Much more money in investments
-	-	9%	15%	A little more money in investments
-	-	25%	38%	About the same amount of money in investments
-	-	13%	16%	A little less money in investments
-	-	21%	20%	Much less money in investments
-	-	31%	6%	Do not have money in investments

<u>2009</u>		<u>2011</u>	
<u>GEN</u>	<u>75K+</u>	<u>GEN</u>	<u>75K+</u>

9e. Given the economic conditions of the **past 3 years**, how frugal would you say you are being with your spending these days? Please use a 1 to 10 scale where “**1**” means “**Not at all frugal**” and “**10**” means “**Extremely frugal.**” (Select ONE)

-	-	17%	8%	10 – Extremely frugal
-	-	11%	9%	9
-	-	23%	26%	8
-	-	19%	22%	7
-	-	11%	15%	6
-	-	10%	12%	5
-	-	3%	5%	4
-	-	2%	3%	3
-	-	1%	0%	2
-	-	2%	1%	1 – Not at all frugal

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

9a. **Compared to 3 years ago, are you now spending more money, the same amount of money, or less money** on each of the following? (Select ONE for each item or service)

LESS MONEY

-	-	45%	51%	Luxury products or services
-	-	40%	42%	Car purchases or auto leases
-	-	30%	20%	Wireless service for cell phones or other devices
-	-	51%	48%	Vacations and travel
-	-	61%	54%	Clothing for myself
-	-	42%	37%	Clothing for my family (not including myself)
-	-	33%	39%	Designer clothing or accessories
-	-	39%	41%	Jewelry and watches
-	-	24%	18%	Groceries and food to eat at home
-	-	51%	50%	Larger ticket consumer electronics (HDTVs, laptops, PCs or Home entertainment systems, etc.)
-	-	49%	43%	Smaller ticket consumer electronics (Smartphones, tablets, iPods, MP3 players, digital cameras or game consoles, etc.)
-	-	53%	49%	Home furnishings
-	-	44%	41%	Major home appliances (ranges, dishwashers or microwaves, etc.)
-	-	42%	36%	Beauty products (cosmetics, skin care and fragrance, etc.)
-	-	63%	57%	Dining out
-	-	53%	54%	Entertainment (movies, theater, concerts, etc.)
-	-	47%	43%	Home improvements and renovations

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

[SHOW Q10 & Q10a ON SAME SCREEN]

10. Have you, or has someone in your household, lost a job in the past 3 years? (Select ONE)

31% 26%

16% 12%

13% 12%

2% 2%

69% 74%

Yes [NET]

Yes, I lost a job

Yes, someone else in my household lost a job

Yes, both someone else in my household and I lost jobs

No, no one in my household lost a job [SKIP TO Q12]

[IF I LOST OR BOTH LOST JOBS IN Q10 ASK Q10A/B ABOUT YOU, IF SOMEONE ELSE LOST A JOB, ASK ABOUT THAT PERSON IN Q10A/B]

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

10a. How long (were you/was that person) out of work?
(Select ONE)

Based to THOSE WITH SOMEONE
IN HH WHO LOST A JOB

-	-	5%	6%	Less than a month
-	-	8%	16%	Between 1 and 3 months
-	-	17%	16%	Between 3 months and 6 months
-	-	20%	18%	Between 6 months and 1 year
-	-	15%	18%	Longer than a year
-	-	35%	27%	Still out of work

10b. Which, if any, of the following happened as a result
of (you/that person) losing a job?
(Select ALL That Apply)

Based to THOSE WITH SOMEONE
IN HH WHO LOST A JOB

-	-	22%	17%	Had to switch careers
-	-	25%	30%	Had to take a pay cut
-	-	18%	20%	Had to take a lower level position
-	-	12%	9%	Decided to start own business
-	-	10%	11%	Decided to go back to school to get more skills and education
-	-	9%	9%	Had to relocate to look for work
-	-	24%	18%	Other (specify):
-	-	22%	25%	None of these

<u>2009</u>		<u>2011</u>	
<u>GEN</u>	<u>POP 75K+</u>	<u>GEN</u>	<u>POP 75K+</u>

22%	24%
-----	-----

12%	13%
-----	-----

13%	15%
-----	-----

7%	8%
----	----

61%	56%
-----	-----

12. Have you, or has someone in your household, had their salary, bonus or benefits cut in the past 3 years? (Select ALL that apply)

Yes, my salary or bonus has been cut [DO NOT ASK IF RETIRED]

Yes, my benefits have been cut [DO NOT ASK IF RETIRED]

Yes, someone in my household has had their salary or bonus cut

Yes, someone in my household has had their benefits cut

No, neither myself nor someone in my household has experienced a salary, bonus or benefits cut

11. How concerned are you that you, or someone in your household, will have their salary, bonus or benefits cut in the next 12 months? (Select ONE)

22%	16%
-----	-----

32%	34%
-----	-----

19%	27%
-----	-----

27%	24%
-----	-----

Very concerned

Somewhat concerned

Not too concerned

Not at all concerned

<u>2009</u>		<u>2011</u>	
<u>GEN</u>	<u>75K+</u>	<u>GEN</u>	<u>75K+</u>
<u>POP</u>	<u>POP</u>	<u>POP</u>	<u>POP</u>

14 Thinking about how you feel now, please indicate the degree to which you agree or disagree with each of the following statements. (Select ONE for each statement)

<u>2009</u>		<u>2011</u>		
<u>GEN</u>	<u>75K+</u>	<u>GEN</u>	<u>75K+</u>	
<u>POP</u>	<u>POP</u>	<u>POP</u>	<u>POP</u>	
59%	54%	59%	52%	STRONGLY/SOMEWHAT AGREE
				I feel guilty when I buy things I don't absolutely need
68%	65%	67%	61%	My financial priorities have changed in a significant way over the past 3 years
45%	43%	48%	38%	I feel guilty when I buy luxury products or services even if they are of higher quality
63%	58%	64%	63%	It is less important to me to buy new, innovative products as soon as they are introduced
73%	72%	76%	71%	Increasing the amount of money I save is more important to me now
61%	67%	62%	62%	It is more important to me to keep my investments safe than to take some risks to get a higher return
50%	49%	39%	32%	I don't trust any sources that offer financial analysis and advice
66%	66%	51%	56%	I am keeping up with financial news and information more than ever
41%	44%	41%	38%	My children will be less likely to invest in the stock market than I have been*
51%	45%	40%	39%	My children will be more conservative than me in their saving and investing because of living through these tough economic times*
-	-	29%	23%	Government bonds are a much riskier investment than I was led to believe
52%	45%	44%	33%	I'd be better off putting my money under the mattress from now on than in the stock market
63%	61%	61%	55%	In the future, I'd rather take less risk with my money and reduce the chance of losing money even if it means I'll earn less in the long run
69%	53%	56%	49%	If I can't pay for something with cash or by debit card, I don't buy it
63%	60%	43%	50%	I no longer carry a balance on my credit card
69%	60%	75%	71%	I consider things like spending time with family more important than ever before
-	-	36%	30%	I feel uncomfortable displaying expensive items I've purchased

[DO NOT ASK * ITEMS OF THOSE WITH NO CHILDREN]

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

18b. Thinking about your future retirement, please indicate the degree to which you agree or disagree with each of the following statements. (Select ONE for each statement)

STRONGLY/SOMEWHAT AGREE

-	-	56%	45%	I am concerned that I might not be able to retire
-	-	60%	54%	I will likely have to supplement my retirement income by working during my retirement
-	-	18%	13%	I had planned to retire by now, but I am still working
-	-	62%	60%	I will likely have to retire later than I had planned
-	-	67%	61%	I am concerned that my quality of life in retirement will not be what I had hoped
-	-	22%	30%	I do not plan to work during my retirement
-	-	16%	23%	I have saved what I need to and I am well positioned for retirement
-	-	56%	47%	I plan to work as long as I can and retire only when I have to
-	-	46%	61%	I am looking forward to retirement

18c. In regards to your retirement savings, which of the following best indicates how its value has changed from **3 years ago**? (Select ONE)

-	-	3%	4%	Increased a lot
-	-	17%	26%	Increased a little
-	-	14%	18%	Back to even
-	-	20%	27%	Decreased a little
-	-	21%	19%	Decreased a lot
-	-	5%	3%	Don't know
-	-	20%	4%	Don't have any retirement savings

[IF NO CHILDREN, SKIP TO Q23]

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

19. Whose financial behavior will be affected more in the long run by the economic conditions of the past 3 years, yours or your children's? (Select ONE)

Based to THOSE WITH CHILDREN

50%	57%
50%	43%

Mine
My children's

20. In the long run, do you think your children will be better off than you, worse off or will live much the same as you? (Select ONE)

Based to THOSE WITH CHILDREN

42%	38%	30%	26%
30%	35%	34%	37%
28%	28%	19%	22%
0%	0%	18%	16%

Better off than me
Worse off than me
The same as me
Don't know

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

[ASK Q21 IF CHILDREN BETWEEN AGES 5-19]

21. For this next question, please think about any children you have under 20 years of age. Please indicate which of the following you are currently doing as a result of the economic conditions of the past 3 years. (Select ALL that apply)

Based to THOSE WITH CHILDREN 5-19

52%	52%	Talking to my children about how the economic conditions are affecting or could affect my family's finances
58%	61%	Asking my children to be more careful about how much money they spend
34%	31%	Reducing the amount I give my children for allowance or spending money
53%	55%	Reducing the amount I spend on gifts and entertainment for my children
49%	42%	Reducing the amount I spend on electronics for my children (such as cell phones, iPods, video games, downloads, etc.)
34%	37%	Reducing the amount I spend on clothes for my children
38%	36%	Asking my children to do more chores or otherwise work more for the money I give them
29%	34%	Asking my children to pay for at least a portion of their personal expenses, such as for entertainment
8%	13%	None of the above

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

22. What, if any, lasting impact do you believe the economic conditions of the past 3 years will have on your children's financial behavior?
(Select ONE for each statement)

As adults, do you think your children will likely...

Based to THOSE WITH CHILDREN

70%	61%	Keep more of their money in the bank, less in stocks *
64%	55%	Distrust financial advice, especially from people who work on Wall Street
26%	36%	Spend less on their own children than you did on them ^
53%	56%	Expect less in terms of material things @
51%	57%	Be more focused on relationships and experiences rather than career advancement and material gain ~
72%	75%	Be more frugal and cost conscious
67%	62%	Be less willing to take risks with their investments **
11%	21%	Keep more of their money in stocks and less in the bank *
47%	33%	Spend more on their own children than you did on them ^
31%	26%	Expect more in terms of material things @
34%	29%	Be more focused on career advancement and material gain than on relationships and experiences~
12%	19%	Be more willing to take risks with their investments **

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

23. What, if any, lasting impact do you believe the economic conditions of the past 3 years will have on your long term financial behavior? (Select ONE for each statement)

Do you think you will...?

64%	54%	Keep more of your money in the bank, less in stocks
52%	46%	Distrust financial advice, especially from people who work on Wall Street
39%	37%	Spend less on your own children*
64%	61%	Expect less in terms of material things
58%	62%	Be more focused on relationships and experiences than career advancement and material gain
83%	82%	Be more frugal and cost conscious
62%	59%	Be less willing to take risks with your investments
24%	21%	Be less willing to ask for a raise or promotion
46%	49%	Be less willing to switch jobs
11%	15%	Use a credit card more
12%	13%	Take on additional debt

[DO NOT ASK * ITEMS OF THOSE WITH NO CHILDREN]

23a. What specific habits or behaviors have you changed as a result of economic conditions over the **past 3 years?** (Please be as specific and detailed as possible)

CLASSIFICATION

These last few questions are for classification purposes only. Your responses will be grouped with other consumers like yourself and will remain strictly confidential.

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

64%	39%	61%	42%
28%	44%	31%	45%
8%	17%	9%	14%

48	48	49	48
----	----	----	----

51%	78%	55%	80%
18%	9%	23%	10%
10%	8%	9%	5%
21%	5%	14%	5%

C2. Thinking about your investment experience, do you consider yourself to be a Beginning, Intermediate or Knowledgeable Investor?

Beginning Investor
Intermediate Investor
Knowledgeable Investor

C3. What is your exact age?

C4. Are you...? (Select ONE)

Married
Single, never married
Single, living with partner or companion
Divorced, separated, widowed

<u>2009</u>		<u>2011</u>	
<u>GEN</u>		<u>GEN</u>	
<u>POP</u>	<u>75K+</u>	<u>POP</u>	<u>75K+</u>

C9. Which of the following best describes the total amount that you and others in your household have in savings and investments? (Select ONE)

In this estimate, please INCLUDE your savings accounts, money market funds, CD's, stocks, bonds, mutual funds, IRAs, 401(K)'s and other retirement accounts - but exclude from this total the estimated value of your real estate.

19%	3%	13%	1%	Less than \$1,000
11%	4%	13%	3%	\$1,000 to \$9,999
6%	4%	8%	3%	\$10,000 to \$19,999
12%	3%	11%	4%	\$20,000 to \$34,999
13%	5%	8%	4%	\$35,000 to \$49,999
16%	22%	21%	19%	\$50,000 to \$99,999
8%	18%	10%	20%	\$100,000 to \$199,999
4%	11%	4%	11%	\$200,000 to \$299,999
4%	11%	6%	11%	\$300,000 to \$499,999
3%	8%	3%	9%	\$500,000 to \$749,999
0%	4%	1%	4%	\$750,000 to \$999,999
5%	8%	4%	12%	\$1 million or more
0%	0%	0%	0%	Prefer not to answer

C10. Would you be interested in being interviewed for an article in MONEY Magazine about the financial values of Americans? (Select ONE)

-	-	31%	36%	Yes
-	-	69%	64%	No [SKIP TO STANDARD END SCREEN]

C11. Great! Please enter your contact information below and we will follow up via phone or email.

COLLECT:

Name

Phone Number

Email

X I do not want to provide this information and realize that I will not be interviewed for an article in MONEY Magazine. [SKIP TO STANDARD END SCREEN]

THOSE WHO PROVIDE CONTACT INFORMATION:

Thank you for your cooperation.

You will be contacted by an editor from MONEY magazine if you are selected for an interview. We hope this experience was a pleasant one and hope you will participate in other studies in the future. Have a great (day/evening)

ALL OTHERS:

Thank you for your cooperation.

Your opinion does count.

We hope this experience was a pleasant one and you will participate in other studies in the future.

HAVE A GREAT (DAY/EVENING).