

1724 Connecticut Avenue, NW
Washington, DC 20009
(202) 234-5570

Interviews: 800 adults
Dates: December 2-5, 2016

FINAL

48 Male
52 Female
[109]

Study #11825d
CNBC AAES Fourth Quarter Survey
December 2016

Please note: all results are shown as percentages unless otherwise stated.

The margin of error for 800 interviews among registered voters is ± 3.5%

1a. For statistical purposes only, would you please tell me how old you are? **(IF RESPONDENT REFUSES, ASK:)** Well, would you tell me which age group you belong to?

18-24	12	[148]
25-29	9	
30-34	9	
35-39	11	
40-44	6	
45-49	8	
50-54	9	
55-59	9	
60-64	11	
65-69	4	
70-74	4	
75 and over	8	
Refused/not sure	-	

1bc. And to ensure that we have a representative sample, would you please tell me whether you are from a Hispanic or Spanish-speaking background? And again, for statistical purposes only, what is your race—white, black or African American, Asian, or something else?

White	70	[150-151]
Black or African American	12	
Hispanic	11	
Asian	3	
Other	3	
Not sure/refused	1	

2a. How would you rate the current state of the economy? Would you say it is excellent, good, only fair, or poor?

	<u>12/16</u>	<u>10/16+</u>	<u>6/16+</u>	<u>3/16</u>	11- <u>12/15</u>	<u>10/15</u>	<u>6/15</u>	<u>3/15</u>	11- <u>12/14</u>	<u>9/14</u>
Excellent.....	3	2	2	2	2	1	2	2	2	2
Good.....	31	23	24	25	23	22	22	25	24	16
Only fair.....	41	44	43	45	42	42	44	42	44	45
Poor.....	23	30	30	26	31	33	30	29	28	34
Not sure.....	2	1	1	2	2	2	2	2	2	3
	<u>6/14</u>	<u>3/14</u>	<u>9/13</u>	<u>6/13</u>	<u>3/13</u>	<u>11/12</u>	<u>9/12</u>	<u>5/12</u>	<u>3/12</u>	<u>11/11</u>
	1	1	1	1	1	1	1	1	1	1
	17	16	14	15	13	13	9	9	10	7
	48	43	40	42	41	41	36	40	35	30
	33	38	44	40	44	44	53	49	53	61
	1	2	1	2	1	1	1	1	1	1
	<u>6/11</u>	<u>3/11</u>	<u>12/10</u>	<u>10/10</u>	<u>12/09</u>	<u>12/08</u>	9/18, <u>20-21/08++</u>	9/10- <u>12/08</u>	<u>6/08</u>	<u>2/08</u>
	1	-	1	1	1	-	-	1	1	2
	6	8	6	7	6	4	7	10	6	14
	37	37	39	30	33	25	28	32	29	39
	55	54	53	62	60	70	65	56	63	44
	1	1	1	-	-	1	-	1	1	1
	<u>12/07</u>	<u>10/05</u> ¹	<u>3/05</u> ¹	<u>8/04</u> ¹	<u>3/04</u> ¹	<u>1/03</u> ¹	<u>1/02</u> ¹			
	4	5	4	4	4	1	1			
	22	27	37	33	32	18	26			
	39	46	41	42	38	44	48			
	33	22	18	21	26	36	24			
	2	-	-	-	-	1	1			

[152]

+ Results are among registered voters.

++ Results for 9/18, 20-21/08 among likely voters.

¹Comparative data prior to 12/07 comes from surveys among registered likely voters conducted by The Tarrance Group and/or Lake, Snell, Perry, Mermin Associates.

2b. And over the course of the next year, do you think the state of the economy will get better, stay about the same, or get worse?

	<u>12/16</u>	<u>10/16+</u>	<u>6/16+</u>	<u>3/16</u>	<u>11-12/15</u>	<u>10/15</u>	<u>6/15</u>	<u>3/15</u>	
Will get better	42	25	20	21	22	22	24	28	[153]
Will stay about the same	27	32	36	41	45	37	44	41	
Will get worse	23	20	26	25	25	32	26	25	
Not sure	8	23	18	13	8	9	6	6	
	<u>11-12/14</u>	<u>9/14</u>	<u>6/14</u>	<u>3/14</u>	<u>12/13</u>	<u>9/13</u>	<u>6/13</u>	<u>3/13</u>	
	27	23	28	29	26	28	34	32	
	39	42	40	37	40	33	35	31	
	28	28	28	30	30	35	27	33	
	6	7	4	4	4	4	4	4	
	<u>11/12</u>	<u>9/12</u>	<u>5/12</u>	<u>3/12</u>	<u>11/11</u>	<u>6/11</u>	<u>3/11</u>	<u>12/10</u>	
	37	35	33	36	27	30	29	37	
	23	23	37	31	43	36	30	37	
	35	25	21	27	26	30	37	21	
	5	17	9	6	4	4	4	5	
	<u>10/10</u>	<u>12/09</u>	<u>12/08</u>	9/18, <u>20-21/08++</u>	9/10- <u>12/08</u>	<u>6/08</u>	<u>2/08</u>		
	37	43	39	42	28	21	24		
	35	29	30	28	35	27	34		
	26	25	27	23	26	43	34		
	2	3	4	7	11	9	8		

+ Results are among registered voters.

++ Results for 9/18, 20-21/08 among likely voters.

Q.2a and Q.2b COMBINED: CURRENT AND FUTURE VIEW OF THE ECONOMY

	<u>12/16</u>	<u>10/16+</u>	<u>6/16+</u>	<u>3/16</u>	11- <u>12/15</u>	<u>10/15</u>	<u>6/15</u>	<u>3/15</u>	11- <u>12/14</u>
Optimistic now/optimistic for the future	20	18	19	21	20	19	21	23	23
Optimistic now/pessimistic for the future	10	1	4	3	3	2	2	2	2
Pessimistic now/optimistic for the future	31	15	12	13	13	14	15	15	15
Pessimistic now/pessimistic for the future	30	42	47	49	55	56	55	53	53
Not sure for now or the future	9	24	18	14	9	9	7	7	7
		<u>9/14</u>	<u>6/14</u>	<u>3/14</u>	<u>12/13</u>	<u>9/13</u>	<u>6/13</u>	<u>3/13</u>	<u>11/12</u>
		15	16	15	14	12	15	13	13
		2	2	1	1	2	1	1	-
		16	18	19	16	20	24	22	26
		59	59	60	63	61	55	59	56
		8	5	5	6	5	5	5	5
		<u>9/12</u>	<u>5/12</u>	<u>3/12</u>	<u>11/11</u>	<u>6/11</u>	<u>3/11</u>	<u>12/10</u>	<u>10/10</u>
		8	9	10	6	6	7	7	7
		1	-	1	1	1	1	-	1
		28	27	28	23	25	25	32	31
		45	55	54	65	63	63	56	59
		18	9	7	5	5	4	5	2
				9/18, <u>20-21/08++</u>	9/10- <u>12/08</u>	<u>6/08</u>	<u>2/08</u>		
		<u>12/09</u>	<u>12/08</u>						
		5	4	6	8	5	13		
		1	1	-	2	1	2		
		39	37	64	23	18	18		
		52	54	23	55	66	58		
		3	4	7	12	10	9		

+ Results are among registered voters.

++ Results for 9/18, 20-21/08 among likely voters.

3. Thinking about the holidays this year, approximately how much are you planning to spend on holiday shopping this year? **(IF RESPONDENT SAYS "NOT SURE," ASK:)** Well, if you had to give me your best guess, about how much do you think you will spend?

	<u>12/16</u>	11- <u>12/15</u>	11- <u>12/14</u>	<u>12/13</u>	<u>11/12</u>	<u>11/11</u>	
Less than \$200.....	25	22	24	20	22	24	[155-159]
\$200-\$499.....	26	26	24	24	24	22	
\$500-\$999.....	18	21	21	22	22	23	
\$1,000 or more.....	24	23	24	24	24	23	
Not sure	7	8	7	10	8	8	
<i>Mean</i>	\$702	\$672	\$765	\$681	\$742	\$751	
<i>Mean (Among those who are spending at least something)</i>	\$777	\$744	\$865	\$754	\$829	\$855	
		<u>12/10</u>	<u>12/09</u>	<u>12/08</u>	<u>12/07</u>	<u>12/06</u>	
Less than \$200.....		21	22	22	15	16	
\$200-\$499.....		27	22	27	22	22	
\$500-\$999.....		22	22	24	27	25	
\$1,000 or more.....		22	24	20	30	27	
Not sure		8	10	7	6	10	
<i>Mean</i>		\$615	\$778	\$704	\$738	\$688	
<i>Mean (Among those who are spending at least something)</i>		\$687	\$873	\$784	\$782	\$735	

(ASK ONLY OF RESPONDENTS WHO SAY A NUMBER IN Q.3.)

4. And is that more than you spent on holiday shopping last year, about the same amount as you spent last year, or less than you spent last year?

	<u>12/16</u>	11- <u>12/15</u>	11- <u>12/14</u>	<u>12/13</u>	<u>12/10</u>	<u>12/09</u>	<u>12/08</u>	
More than spent last year.....	11	13	11	15	11	8	7	[160]
About the same amount as spent last year.....	58	56	57	42	49	42	37	
Less than spent last year	29	29	31	42	38	48	55	
Not sure	2	2	1	1	2	2	1	

5. In which one or two of the following ways have you already done or plan to do most of your holiday shopping? **(ACCEPT UP TO TWO RESPONSES. IF MORE THAN TWO, ASK:)** Well, if you had to pick just one or two, which would you pick?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

	<u>12/16</u>	11- <u>12/15</u>	11- <u>12/14</u>	<u>12/13</u>	<u>11/12</u>	<u>11/11</u>	
Online, not in stores	40	38	38	35	28	27	[161]
At big-box stores, such as Wal-Mart or Best Buy	33	33	33	40	39	42	>
At locally owned, non-chain stores	17	16	15	15	13	12	
At department stores, such as Macy's or Sears	16	19	22	17	23	19	
At outlet or off-price stores, such as Home Goods or T.J. Maxx	11	10	NA	NA	NA	NA	
At chain stores, such as J. Crew or Barnes and Noble ...	5	6	8	7	9	7	
At luxury stores, such as Tiffany or Neiman Marcus	2	2	1	1	2	2	
Through mail-order catalogues	NA	NA	4	3	3	4	
Other	8	6	6	9	10	9	
Not sure	4	5	7	6	5	5	
		<u>12/10</u>	<u>12/09</u>	<u>12/08</u>	<u>12/07</u>	<u>11/06</u>	
Online, not in stores		25	21	21	22	18	
At outlet or off-price stores, such as Home Goods or T.J. Maxx		NA	NA	NA	NA	NA	
At chain stores, such as J. Crew or Barnes and Noble		9	9	7	11	13	
At big-box stores, such as Wal-Mart or Best Buy		48	40	45	44	49	
At department stores, such as Macy's or Sears		25	22	24	27	25	
At luxury stores, such as Tiffany or Neiman Marcus		1	1	1	2	1	
At locally owned, non-chain stores		13	13	11	14	14	
Through mail-order catalogues		4	4	5	7	5	
Other		9	8	9	7	6	
Not sure		3	9	4	2	2	

6. When it comes to buying holiday gifts, do you expect to use credit cards or other types of debt that you will not immediately pay off in full and for which you will carry a balance for some amount of time?

	<u>12/16</u>	11- <u>12/15</u>	11- <u>12/14</u>	<u>12/13</u>	<u>11/12</u>	<u>11/11</u>	
Yes	26	27	29	21	23	21	[173]
No.....	70	69	68	73	73	74	
Depends (VOL).....	3	2	2	5	3	3	
Not sure.....	1	2	1	1	1	2	

7. What percent of your holiday shopping have you already completed? Please give your best estimate.

None.....	32	[174-176]
1% to 25%.....	17	
26% to 50%.....	18	
51% to 99%.....	21	
100%.....	12	
Not sure	-	
Mean	39.3	

8ab. Are you currently employed? **(IF RESPONDENT SAYS "NO," ASK:) Are you a student, a homemaker, retired, or unemployed and looking for work? (IF RESPONDENT SAYS "YES, CURRENTLY EMPLOYED," ASK:) What type of work do you do?**

Currently Employed	57		
Professional/manager	22		[177]
White-collar worker.....	15	CONTINUE	
Blue-collar worker.....	19		
Farmer/rancher.....	1		
Not Currently Employed	38		
Student.....	7		
Homemaker.....	6		
Retired.....	20		
Unemployed, looking for work	5	Skip to Q.10a	
Volunteer (VOL)	-		
Disabled (VOL).....	4		
Not sure/refused.....	1		

(ASK ONLY OF RESPONDENTS WHO SAY "YES, EMPLOYED" IN Q.8a.)

9a. Over the next twelve months, do you expect that your wages will increase, decrease, or stay about the same? [219]

(ASK ONLY OF RESPONDENTS WHO SAY "INCREASE" IN Q.9a.)

9b. If you had to give your best estimate, by what percentage do you expect your wages to increase over the next twelve months? Please use only whole numbers, without any decimals. [220-222]

(ASK ONLY OF RESPONDENTS WHO SAY "DECREASE" IN Q.9a.)

9c. If you had to give your best estimate, by what percentage do you expect your wages to decrease over the next twelve months? Please use only whole numbers, without any decimals. [223-225]

EMPLOYED ADULTS										
	12/16	10/16+	6/16+	3/16	11- 12/15	10/15	6/15	3/15	11- 12/14	9/14
Decrease.....	4	4	5	4	3	4	3	4	4	4
Stay the same	54	58	59	61	62	56	59	58	56	62
Total increase	42	38	36	35	35	40	38	38	40	34
Increase—1% to 3%	12	11	13	11	9	15	14	11	14	10
Increase—4% to 10%	13	17	13	13	11	15	15	15	15	13
Increase—11% or more	15	7	8	8	12	8	8	10	9	8
Increase—not sure how much.....	2	3	2	3	3	2	1	2	2	3
Mean	5.2	3.1	2.9	3.1	4.2	4.0	4.5	4.4	5.3	2.9
Median	-0.7	-0.2	-0.2	-0.5	-0.3	-0.2	-0.2	-0.2	-0.7	-0.6
		6/14	3/14	12/13	9/13	6/13	3/13	11/12	9/12	5/12
Decrease.....		6	6	7	9	7	10	6	8	5
Stay the same		56	61	56	57	52	58	61	62	65
Total increase		38	33	37	34	41	32	33	30	30
Increase—1% to 3%.....		15	10	11	11	13	11	8	11	10
Increase—4% to 10%.....		14	13	15	12	15	13	13	11	11
Increase—11% or more		7	8	7	9	11	6	9	6	7
Increase—not sure how much.....		2	2	4	2	2	2	3	2	2
Mean		3.5	2.2	3.3	3.1	3.9	2.3	4.3	2.3	2.1
Median		-0.2	-0.6	-0.3	-0.3	-0.2	-0.3	-0.3	-1.0	-0.6

+ Results are among registered voters.

EMPLOYED ADULTS (cont'd)									
	<u>3/12</u>	<u>11/11</u>	<u>6/11</u>	<u>3/11</u>	<u>12/10</u>	<u>10/10</u>	<u>8/10</u> ¹	<u>12/09</u>	<u>12/08</u>
Decrease.....	8	7	9	9	7	9	10	11	7
Stay the same.....	60	62	62	64	62	66	63	61	52
Total increase.....	32	31	29	27	31	25	26	28	41
Increase—1% to 3%.....	10	9	10	11	9	7	NA	8	11
Increase—4% to 10%.....	12	13	10	8	11	12	NA	10	18
Increase—11% or more.....	7	7	7	6	9	5	NA	8	9
Increase—not sure how much.....	3	2	2	2	2	1	NA	2	3
Mean.....	2.3	2.1	1.5	2.0	2.1	1.4	NA	1.3	3.1
Median.....	-0.3	-1.0	-0.7	-1.1	-0.3	-0.4	NA	-0.7	-0.6
	<u>9/08</u>	<u>6/08</u>	<u>2/08</u>	<u>12/07</u>	<u>10/07</u>	<u>6/07</u>	<u>3/07</u>		
Decrease.....	4	6	4	2	4	2	4		
Stay the same.....	53	56	47	42	43	48	41		
Total increase.....	43	38	49	56	53	50	55		
Increase—1% to 3%.....	14	11	13	18	15	12	15		
Increase—4% to 10%.....	19	17	22	25	26	25	21		
Increase—11% or more.....	8	7	11	9	11	10	16		
Increase—not sure how much.....	2	3	3	4	1	3	3		
Mean.....	4.0	2.1	5.4	5.3	6.1	5.7	7.3		
Median.....	-0.3	-0.5	-0.1	1.6	1.2	0	1.6		

¹Comparative data for August 2010 comes from a survey conducted for NBC News and the Wall Street Journal.

10a. Do you expect the value of your home to increase, decrease, or stay about the same over the next twelve months? If you do not own your home, please just say so.

	Homeowners				[226]
	<u>12/16</u>	<u>10/16+</u>	<u>6/16+</u>	<u>3/16</u>	
Increase.....	41	38	34	37	
Decrease.....	4	5	7	8	
Stay about the same.....	55	57	51	55	
Do not own home.....	-	-	-	-	
Not sure.....	-	-	-	-	

+ Results are among registered voters.

(ASK ONLY OF RESPONDENTS WHO SAY "INCREASE" IN Q.10a.)

10b. If you had to give your best estimate, by what percentage do you expect the value of your home to increase over the next twelve months? Please use only whole numbers, without any decimals. [227-229]

(ASK ONLY OF RESPONDENTS WHO SAY "DECREASE" IN Q.10a.)

10c. If you had to give your best estimate, by what percentage do you expect the value of your home to decrease over the next twelve months? Please use only whole numbers, without any decimals. [230-232]

HOMEOWNERS										
	<u>12/16</u>	<u>11-12/15</u>	<u>6/15</u>	<u>3/15</u>	<u>11-12/14</u>	<u>9/14¹</u>	<u>6/14</u>	<u>3/14</u>	<u>12/13</u>	<u>9/13</u>
Own Their Home										
Decrease.....	4	7	8	8	6	9	9	10	10	14
Stay the same	55	57	52	60	60	63	55	59	56	54
Total increase	41	36	40	32	34	28	36	31	34	32
Increase—1% to 4%	10	11	13	10	10	7	10	10	6	10
Increase—5% to 9%	10	9	13	9	10	9	11	8	14	9
Increase—10% or more	16	11	12	10	11	10	11	10	11	9
Increase—not sure how much.....	5	5	2	3	3	2	4	3	3	4
Mean	4.0	2.3	2.2	2.4	2.8	1.7	2.2	2.0	2.2	0.8
Median.....	-0.2	-0.3	-0.2	-0.3	-0.6	-0.7	-0.3	-0.3	-0.6	-0.3
		<u>6/13</u>	<u>3/13</u>	<u>11/12</u>	<u>9/12</u>	<u>5/12</u>	<u>3/12</u>	<u>11/11</u>	<u>6/11</u>	<u>3/11</u>
Own Their Home										
Decrease.....		14	13	13	19	16	20	20	30	24
Stay the same		48	54	63	54	62	58	65	55	58
Total increase		38	33	24	27	22	22	15	15	18
Increase—1% to 4%		9	10	9	7	6	6	4	4	5
Increase—5% to 9%		11	10	5	7	6	5	3	3	5
Increase—10% or more		15	10	6	10	7	9	5	6	6
Increase—not sure how much.....		3	3	4	3	3	2	3	2	2
Mean		3.1	1.6	0.1	0.5	0.4	-0.1	-0.5	-1.6	-1.2
Median.....		-0.3	-0.3	-0.4	-0.4	-0.9	-0.5	-0.5	-0.6	-0.5
		<u>10/10</u>	<u>12/09</u>	<u>12/08</u>	<u>9/08</u>	<u>6/08</u>	<u>2/08</u>	<u>12/07</u>	<u>10/07</u>	<u>3/07</u>
Own Their Home										
Decrease.....		21	20	22	20	23	20	16	11	9
Stay the same		60	59	61	56	54	54	50	49	43
Total increase		19	20	17	24	23	26	34	40	48
Increase—1% to 4%		6	4	4	6	5	5	6	8	12
Increase—5% to 9%		4	6	5	7	6	8	9	9	13
Increase—10% or more		6	8	5	9	9	9	13	17	19
Increase—not sure how much.....		3	3	3	2	3	4	6	6	4
Mean		-0.6	-0.3	-1.6	-0.3	-0.2	-0.3	2.2	3.9	4.0
Median.....		-0.5	-0.5	-0.5	-0.5	-1.0	-0.5	0	0	0

¹Results shown among respondents who own their home, consisting of 70% in 12/16, 78% in 10/16, 80% in 6/16, 76% in 3/16, 77% in 12/15, 74% in 6/15, 71% in 3/15, 83% in 11-12/14, 72% in 9/14, 80% in 6/14, 77% in 3/14, 76% in 12/13, 78% in 9/13, 77% in 6/13, 74% in 3/13, 74% in 11/12, 77% in 9/12, 76% in 5/12, 77% in 3/12, 77% in 11/11, 75% in 6/11, 78% in 3/11, 80% in 12/10, 83% in 10/10, 84% in 12/09, 77% in 12/08, 85% in 9/08, 86% in 6/08, 81% in 2/08, 82% in 12/07, 82% in 10/07, and 84% in 3/07.

11ab. Do you have money invested in the stock market or mutual funds, including IRAs and 401(k)s? **(IF RESPONDENT SAYS "YES," ASK:)** And is the value of these investments above or below fifty thousand dollars?

	<u>12/16</u>	<u>10/16+</u>	<u>6/16+</u>	<u>3/16</u>	11- <u>12/15</u>	<u>10/15</u>	<u>6/15</u>	<u>3/15</u>	
Yes, Have Money invested	50	61	59	53	54	54	47	49	
Above \$50,000	26	34	31	31	28	30	26	26	[235]
Below \$50,000	19	19	21	16	19	18	15	17	
Not sure	5	8	7	6	7	6	6	6	
No, no money invested	48	37	38	45	44	43	49	49	
Not sure/refused.....	2	2	3	2	2	3	4	2	
	11- <u>12/14</u>	<u>9/14</u>	<u>6/14</u>	<u>3/14</u>	<u>12/13</u>	<u>9/13</u>	<u>6/13</u>	<u>3/13</u>	
	51	49	49	52	53	51	48	55	
	24	25	28	29	28	28	26	29	
	18	18	16	18	20	17	16	20	
	9	6	5	5	5	6	6	6	
	47	49	49	47	46	47	50	43	
	2	2	2	1	1	2	2	2	
	<u>11/12</u>	<u>9/12</u>	<u>5/12</u>	<u>3/12</u>	<u>11/11</u>	<u>6/11</u>	<u>3/11</u>	<u>12/10</u>	
	51	52	52	49	51	52	46	47	
	25	28	26	24	27	29	25	27	
	21	19	21	19	19	19	21	20	
	5	5	5	6	5	4	NA	NA	
	47	46	46	49	47	46	47	45	
	2	2	2	2	2	2	7	8	

+ Results are among registered voters.

	<u>10/10</u>	<u>12/09</u>	<u>12/08</u>
Less than \$10,000	7	8	8
At least \$10,000 but less than \$50,000	13	13	14
At least \$50,000 but less than \$100,000	11	8	9
At least \$100,000 but less than \$200,000	7	8	9
At least \$200,000 but less than \$300,000	3	2	4
At least \$300,000 but less than \$500,000	2	2	4
At least \$500,000 but less than \$1,000,000	1	3	1
\$1,000,000 or more	1	2	1
No, no money invested in the stock market.....	44	42	42
Not sure/refused.....	11	12	8

12ab. In your opinion, would you say this is a good time or a bad time to be investing in the stock market? **(IF RESPONDENT SAYS "GOOD TIME" OR "BAD TIME," ASK:)** Would you say it is a very (good time/bad time) or just a somewhat (good time/bad time)?

	<u>12/16</u>	<u>10/16+</u>	<u>6/16+</u>	<u>3/16</u>	<u>11- 12/15</u>	<u>10/15</u>	<u>6/15</u>	<u>3/15</u>	<u>11- 12/14</u>	<u>9/14</u>	
Very good time.....	11	6	6	4	5	5	8	9	12	7	[238]
Just a somewhat good time	29	24	26	27	32	28	31	30	29	24	
Just a somewhat bad time	23	27	27	33	26	31	25	25	22	29	
Very bad time.....	11	13	13	12	11	15	9	9	8	11	
Not sure	26	30	28	24	26	21	27	27	29	29	
Total Good Time	40	30	32	31	37	33	39	39	41	31	
Total Bad Time	34	40	40	45	37	46	34	34	30	40	
		<u>6/14</u>	<u>3/14</u>	<u>12/13</u>	<u>9/13</u>	<u>6/13</u>	<u>3/13</u>	<u>11/12</u>	<u>9/12</u>	<u>5/12</u>	
		9	10	9	8	10	9	7	7	4	
		27	29	29	30	26	31	24	23	26	
		26	25	27	26	23	26	30	30	33	
		13	14	12	13	15	13	17	18	19	
		25	22	23	23	26	21	22	22	18	
Total Good Time		36	39	38	38	36	40	31	30	30	
Total Bad Time		39	39	39	39	38	39	47	48	52	
		<u>3/12</u>	<u>11/11</u>	<u>6/11</u>	<u>3/11</u>	<u>12/10</u>	<u>10/10</u>	<u>12/09</u>	<u>12/08</u>	<u>10/07</u>	
		7	7	7	8	7	6	12	15	13	
		24	22	24	27	28	31	29	23	36	
		33	31	33	31	31	31	24	22	18	
		16	22	17	15	15	20	24	30	9	
		20	18	19	19	19	12	11	10	24	
Total Good Time		31	29	31	35	35	37	41	38	49	
Total Bad Time		49	53	50	46	46	51	48	52	27	

+ Results are among registered voters.

13. Which one or two of the following do you think are the best investments right now?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

	<u>12/16</u>	<u>10/15</u>	<u>6/15</u>	<u>6/14</u>	<u>3/13</u>	<u>3/12</u>	
Real estate.....	34	39	34	29	27	24	>
Stocks	25	21	23	27	21	19	[239]
Gold	21	25	20	21	35	37	
Savings accounts and other cash instruments	13	14	12	12	12	14	
Corporate bonds	6	6	6	5	6	7	
U.S. Treasury government bonds	4	8	7	5	8	8	
Other (VOL).....	3	4	3	4	3	4	
Not sure	11	10	16	16	10	10	

Now I have a few more questions for you about shopping.

14a. How much shopping do you do online--a lot, a fair amount, just some, very little, or none at all?

	<u>12/16</u>		<u>11-12/15</u>	<u>9/14</u>	<u>12/13</u>	<u>11/12</u>	<u>11/11</u>	<u>12/10</u>	
A lot of shopping.....	19	CONTINUE	15	9	13	10	11	10	[251]
A fair amount of shopping.....	22		21	13	20	18	16	15	
Just some shopping.....	17		17	18	19	15	17	16	
Very little shopping.....	20		26	32	26	25	24	26	
No shopping at all.....	21	Skip to Q.16	21	28	22	32	32	33	
Not sure.....	1		-	-	-	-	-	-	
Total A Lot/Fair Amount	41		36	22	33	28	27	25	
Total Very Little/None At All	41		47	60	48	57	56	59	

(ASK ONLY OF RESPONDENTS WHO SAY "A LOT," "A FAIR AMOUNT," "JUST SOME," OR "VERY LITTLE" IN Q.14a.)

14b. And how much of your online shopping is done on a mobile device, such as a cell phone or tablet—all of it, most of it, just some of it, very little of it, or none of it?

	<u>All Adults</u>	<u>All Online Shoppers</u>	
All of it.....	13	17	[252]
Most of it.....	11	13	
Just some of it.....	16	20	
Very little of it.....	13	17	
None of it.....	26	33	
Not sure.....	-	-	
Non-online shoppers (Q.14a).....	21	NA	

(ASK ONLY OF RESPONDENTS WHO SAY "A LOT," "A FAIR AMOUNT," "JUST SOME," OR "VERY LITTLE" IN Q.14a.)

15a. When you are shopping online, how often do you search for items on, or check prices at, Amazon--always, most of the time, sometimes, rarely, or never?

	<u>All Adults</u>		<u>All Online Shoppers</u>		
	<u>12/16</u>	<u>11-12/15</u>	<u>12/16</u>	<u>11-12/15</u>	
Always.....	21	19	27	24	[253]
Most of the time.....	23	20	29	25	
Sometimes.....	17	21	21	26	
Rarely.....	8	9	10	11	
Never.....	10	10	13	13	
Not sure.....	-	-	-	1	
Non-online shoppers (Q.14a).....	21	21	NA	NA	

(ASK ONLY OF RESPONDENTS WHO SAY "A LOT," "A FAIR AMOUNT," "JUST SOME," OR "VERY LITTLE" IN Q.14a.)

15b. And when you are shopping online, how often do you make a purchase from Amazon--always, most of the time, sometimes, rarely, or never?

	All Adults		All Online Shoppers		
	<u>12/16</u>	<u>11-12/15</u>	<u>12/16</u>	<u>11-12/15</u>	
Always	3	3	4	4	[254]
Most of the time	20	19	25	24	
Sometimes.....	33	32	42	40	
Rarely	12	13	15	17	
Never	11	12	14	15	
Not sure	-	-	-	-	
Non-online shoppers (Q.15a).....	21	21	NA	NA	

16. Some people like to give physical ITEMS such as a gift card, cash, clothing, or an electronic device, while others prefer giving EXPERIENCES, such as travel, a day at the spa, or concert tickets. Of the gifts you plan on giving this holiday season, how many will be ITEMS and how many will be EXPERIENCES?

	<u>12/16*</u>	<u>11-12/15</u>	
Most will be items	62	62	[255]
More will be items, but some will be experiences	9	12	
About evenly split	11	13	
More will be experiences, but some will be items	2	2	
Most will be experiences.....	3	3	
I do not plan on giving any gifts this year (VOL)	10	5	
Not sure	3	3	
Total More Items	71	74	
Total More Experiences	5	5	

* Asked of one-half the respondents (FORM A).

17. And assuming they are worth the same amount, what kind of gift would you prefer to receive yourself--a physical ITEM, such as a gift card or electronic device, or an EXPERIENCE, such as a day at the spa or concert tickets, or do you not have a preference either way?

	<u>12/16*</u>	<u>11-12/15</u>	
Prefer items	31	35	[256]
Prefer experiences	20	25	
Do not have a preference either way	45	36	
I do not want any gifts (VOL)	3	2	
Not sure	1	2	

* Asked of one-half the respondents (FORM A).

And now I have a few questions related to this year's presidential campaign.

18. Now that Donald Trump has won the presidential election, would you say that you feel comfortable with him and prepared to support him as our new president, or not?

	12/16	11/16++	
Comfortable and prepared to support.....	56	43	[257]
Not comfortable and prepared to support.....	36	54	
Not sure.....	8	3	

++ Comparative data comes from a survey conducted by Hart/Public Opinion Strategies for NBC News and *The Wall Street Journal* among likely voters.

19. With Donald Trump as the next president, do you think that four years from now **(READ ITEM)** will be better, worse, or about the same?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY BETTER

	Better	Worse	About The Same	Not Sure	
The overall U.S. economy.....	46	24	25	5	[258]
Your personal financial situation	41	14	39	6	[260]
The United States' standing in the world.....	38	30	25	7	[259]

20. Which of the following should be Donald Trump's top one or two priorities when it comes to the economy? **(ACCEPT UP TO TWO RESPONSES.)**

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

Keeping U.S. jobs from going overseas	40	[261-262]
Increasing the minimum wage	22	>
Reducing the deficit	18	
Funding improvements to infrastructure.....	17	
Cutting taxes for individuals	16	
Renegotiating trade deals with other countries	13	
Cutting taxes for business.....	10	
Reducing regulations on business	10	
None/other (VOL).....	3	
Not sure	4	

- 21ab. Would you say that since the beginning of the presidential campaign you have become more favorable or less favorable toward the real estate, hotels, and consumer products that are part of Donald Trump's business, or has your opinion of these not really changed? **(IF RESPONDENT SAYS "MORE FAVORABLE" OR "LESS FAVORABLE." ASK:)** And have you become much (more favorable/less favorable) or somewhat (more favorable/less favorable)?

	12/16	10/16+	
Much more favorable	1	2	[265]
Somewhat more favorable.....	2	2	
Not really changed	78	64	
Somewhat less favorable.....	5	8	
Much less favorable.....	10	18	
Not sure	4	6	
More Favorable	3	4	
Less Favorable	15	26	

+ Results are among registered voters.

22. Finally, if you could give a friend or family member one share of a company's stock as a holiday gift, which one of the following companies would you choose?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

	<u>12/16**</u>	<u>11-12/15</u>	
Amazon	18	12	[266-267]
Apple	17	20	
Google	17	15	
Wal-Mart	14	11	
Netflix	7	7	
Microsoft	6	7	
Ford	5	4	
Starbucks	4	5	
Facebook.....	4	4	
Delta Airlines	2	3	
Other (VOL)	4	5	
Not sure.....	2	7	

** Asked of one-half the respondents (FORM B).

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

F1a. A lot of people are unable to get out and vote for many reasons. Did you happen to vote in the 2016 election for president?

Yes, voted	80	CONTINUE	[268]
No, did not vote	19	Skip to Q.F1c	
Not sure	1		

F1bc. For whom did you vote in the 2016 election for president--Hillary Clinton, Donald Trump, Gary Johnson, Jill Stein, or someone else? **(IF RESPONDENT SAYS "NO, DID NOT VOTE" OR "NOT SURE." ASK:)** Even though you did not vote in the election, which candidate did you support and want to win--Hillary Clinton, Donald Trump, Gary Johnson, Jill Stein, or did you not support any of them?

Voted for/supported Hillary Clinton	35	[271]
Voted for/supported Donald Trump	36	
Voted for/supported Gary Johnson	4	
Voted for/supported Jill Stein	1	
Voted for someone else	4	
Did not vote/did not support any	9	
Not sure	11	

F2. What is the last grade that you completed in school?

Grade school	1	[272-273]
Some high school	6	
High school graduate	24	
Some college, no degree	18	
Vocational training/2-year college	10	
4-year college/bachelor's degree	22	
Some postgraduate work, no degree	3	
2 or 3 years' postgraduate work/master's degree	13	
Doctoral/law degree	2	
Not sure/refused	1	

F3. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else? **(IF RESPONDENT SAYS "DEMOCRAT" OR "REPUBLICAN," ASK:)** Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? **(IF RESPONDENT SAYS "INDEPENDENT," ASK:)** Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly independent? **(IF RESPONDENT SAYS "SOMETHING ELSE," ASK:)** Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, do you think of yourself as strictly independent, or do you think of yourself as something else?

Strong Democrat	19	[278]
Not very strong Democrat	10	
Independent/something else/closer to Democratic Party	8	
Strictly independent	16	
Independent/something else/closer to Republican Party	11	
Not very strong Republican	10	
Strong Republican	16	
Something else	6	
Not sure	4	
Total Democrat	37	
Total Republican	37	

F4ab. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative? **(IF RESPONDENT SAYS "LIBERAL" OR "CONSERVATIVE," ASK:)** Do you consider yourself to be very (liberal/conservative) or somewhat (liberal/conservative)?

Very liberal	9	[321]
Somewhat liberal	14	
Moderate	30	
Somewhat conservative	26	
Very conservative	14	
Not sure	7	
Total Liberal	23	
Total Conservative	40	

F5. If you added together the yearly income of all the members of your family who were living at home last year, what would the total be? I'm going to read some income ranges, please stop me when I reach the range for your family--less than ten thousand dollars, between ten thousand dollars and twenty thousand dollars, between twenty thousand dollars and thirty thousand dollars, between thirty thousand dollars and forty thousand dollars, between forty thousand dollars and fifty thousand dollars, between fifty thousand dollars and seventy-five thousand dollars, between seventy-five thousand dollars and one hundred thousand dollars, between one hundred thousand dollars and two hundred thousand dollars, or more than two hundred thousand dollars?

Less than \$10,000	5	[322-323]
Between \$10,000 and \$20,000.....	7	
Between \$20,000 and \$30,000.....	11	
Between \$30,000 and \$40,000.....	10	
Between \$40,000 and \$50,000.....	9	
Between \$50,000 and \$75,000.....	14	
Between \$75,000 and \$100,000	14	
Between \$100,000 and \$200,000.....	15	
More than \$200,000	5	
Not sure/refused	10	

F6. How would you describe your economic circumstances--poor, working class, middle class, upper-middle class, or well-to-do?

Poor	8	[324]
Working class	31	
Middle class.....	44	
Upper middle class	12	
Well-to-do	3	
Not sure.....	2	