

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

Interviews: 808 adults
Dates: December 1-3, 2009

FINAL

Study #9747
CNBC Wealth In America Survey
December 2009

49 Male 51 Female [109]

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

1a. To begin with, for statistical purposes only, would you please tell me how old you are? (IF "REFUSED," ASK:) Well, would you tell me which age group you belong to?

18-24	7	[138-139]
25-29	7	
30-34	14	
35-39	5	
40-44	9	
45-49	9	
50-54	9	
55-59	9	
60-64	11	
65-69	5	
70-74	5	
75 and over	9	
Refused.....	1	

1b. And to ensure that we have a representative sample, would you please tell me whether you are from a Hispanic or Spanish-speaking background?

Yes, Hispanic.....	11	[140]
No, not Hispanic	89	
Not sure/refused.....	-	

1c. And again, for statistical purposes only, what is your race—white, black, Asian, or something else?

White	78	[141]
Black.....	10	
Asian	1	
Other	2	
Hispanic (VOL)	8	
Not sure/refused.....	1	

2. Do you generally approve or disapprove of the job that each of the following groups or people are doing in handling the economy?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY APPROVE

	<u>Approve</u>	<u>Disapprove</u>	<u>Not Sure</u>	
Barack Obama				[142]
December 2009	46	44	10	
October 2009 ¹	47	46	7	
September 2009 ¹	50	42	8	
July 2009 ¹	49	44	7	
June 2009 ¹	51	38	11	
April 2009 ¹	55	37	8	
February 2009 ¹	56	31	13	
The Democratic Party				[145]
December 2009	39	47	14	
The Republican Party				[146]
December 2009	26	54	20	
Ben Bernanke				[144]
December 2009	22	25	53	
Timothy Geithner				[143]
December 2009	18	30	52	

¹ Comparative data comes from surveys conducted by Hart/McInturff for NBC News and the *Wall Street Journal*.

- 3a. How would you rate the current state of the economy? Would you say it is excellent, good, only fair, or poor?

	<u>12/09</u>	<u>12/08</u>	<u>9/18, 20-21/08*</u>	<u>9/10-12/08</u>	<u>6/08</u>	<u>2/08</u>	<u>12/07</u>	
Excellent	1	-	-	1	1	2	4	[147]
Good	6	4	7	10	6	14	22	
Only fair	33	25	28	32	29	39	39	
Poor	60	70	65	56	63	44	33	
Not sure	-	1	-	1	1	1	2	
		<u>10/05¹</u>	<u>3/05¹</u>	<u>8/04¹</u>	<u>3/04¹</u>	<u>1/03¹</u>	<u>1/02¹</u>	
		5	4	4	4	1	1	
		27	37	33	32	18	26	
		46	41	42	38	44	48	
		22	18	21	26	36	24	
		-	1	1	-	1	-	

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

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

3b. 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>12/09</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>	
Will get better	43	39	42	28	21	24	[148]
Will stay about the same	29	30	28	35	27	34	
Will get worse	25	27	23	26	43	34	
Not sure	3	4	7	11	9	8	

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

Q.3a/b COMBINED: CURRENT AND FUTURE VIEW OF THE ECONOMY						
	<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>
Optimistic now/optimistic for the future	5	4	6	8	5	13
Optimistic now/pessimistic for the future.....	1	1	-	2	1	2
Pessimistic now/optimistic for the future	39	37	64	23	18	18
Pessimistic now/pessimistic for the future.....	52	54	23	55	66	58
Not sure for now or the future	3	4	7	12	10	9

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

4. Thinking ahead to the holidays in December, approximately how much are you planning to spend on holiday shopping this year? (IF "NOT SURE," PROBE:) Well, if you had to give me your best guess, about how much do you think you will spend?

	<u>12/09</u>	<u>12/08</u>	<u>12/07</u>	<u>12/06</u>	
Less than \$200	22	22	15	16	[149-153]
\$200-\$499	22	27	22	22	
\$500-\$999	22	24	27	25	
\$1,000 or more	24	20	30	27	
Not sure.....	10	7	6	10	
<i>Mean</i>	<i>\$778</i>	<i>\$704</i>	<i>\$738</i>	<i>\$688</i>	
<i>Mean (Among those who are spending at least something).....</i>	<i>\$873</i>	<i>\$784</i>	<i>\$782</i>	<i>\$735</i>	

(ASK ONLY OF RESPONDENTS WHO DO NOT SAY "DON'T KNOW" IN Q.4.)

5. 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>12/09</u>	<u>12/08</u>	
More than spent last year	8	7	[154]
About the same amount as spent last year.....	42	37	
Less than spent last year	48	55	
Not sure	2	1	

6. In which one or two of the following ways have you already done or plan to do most of your holiday shopping? **(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>12/09</u>	<u>12/08</u>	<u>12/07</u>	<u>11/06</u>	
At big box stores, such as Wal-Mart or Best Buy	40	45	44	49	[155]
At department stores, such as Macy's or Sears	22	24	27	25	>
On-line, not in stores	21	21	22	18	
At locally-owned, non-chain stores.....	13	11	14	14	
At chain stores, such as J. Crew or Barnes and Noble	9	7	11	13	
Through mail-order catalogues	4	5	7	5	
At luxury stores, such as Tiffany or Neiman Marcus	1	1	2	1	
Other (VOL).....	8	9	7	6	
Not sure.....	9	4	2	2	

7a. Now I'm going to list some institutions in American society, and I'd like you to tell me how much confidence you have in each one--a great deal, quite a bit, some, very little, or none at all?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY A GREAT DEAL OR QUITE A BIT OF CONFIDENCE

	Confidence					Not Sure	
	<u>A Great Deal</u>	<u>Quite A Bit</u>	<u>Some</u>	<u>Very Little</u>	<u>None At All</u>		
The military							[167]
December 2009 **	53	24	16	3	3	1	
January 2009 ¹	42	27	22	5	2	2	
July 2007 ¹	45	22	22	6	4	1	
July 2002 ¹	54	28	14	3	1	-	
January 2002 ¹	54	31	11	2	1	1	
December 2000 ¹	36	27	25	7	3	2	
June 1998 ¹	33	31	25	9	1	2	
May 1996 ¹	30	36	25	7	-	2	
January 1996 ²	32	38	22	7	-	1	
December 1991 ³	47	31	15	6	NA	1	
December 1988 ⁴	15	31	33	15	NA	7	
October 1986 ⁴	29	34	24	10	1	2	
November 1981 ⁴	22	28	29	14	6	2	
January 1977 ⁴	23	34	25	11	1	6	
June 1975 ⁴	27	31	25	11	1	5	
The FBI							[161]
December 2009 *.....	21	28	31	8	6	6	
The Supreme Court							[159]
December 2009 *.....	16	23	37	13	8	3	
January 2009 ¹	16	23	36	13	8	4	
July 2007 ¹	15	21	39	17	7	1	
December 2000 ¹	27	25	32	8	5	3	

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

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

PLEASE NOTE: Comparative data shown does not necessarily reflect all of the existing data for an item. It is possible that an institution received higher or lower confidence ratings in a survey that is not shown.

¹ Comparative data comes from surveys conducted by NBC News and *The Wall Street Journal*.

² Comparative data comes from a survey conducted by Princeton Survey Research for the Kaiser Foundation, Harvard University, and the Washington Post.

³ Comparative data comes from a survey conducted by ABC News.

⁴ Comparative data comes from surveys conducted by Gallup.

+ Results shown reflect responses among registered voters.

Q.7a (cont'd)

	Confidence					Not Sure	
	A Great Deal	Quite A Bit	Some	Very Little	None At All		
The Federal Reserve							[156/162]
December 2009	8	16	38	17	14	7	
The Treasury Department							[157/163]
December 2009	5	14	38	22	13	8	
The Federal Emergency Management Agency, or FEMA							[158/164]
December 2009	6	12	38	22	15	7	
Health insurance companies							[166]
December 2009 **	5	12	33	26	23	1	
January 2009 ¹	6	11	31	30	21	1	
July 2007 ¹	5	5	26	37	25	2	
Congress							[165]
December 2009 **	3	12	34	28	20	3	
January 2009 ¹	6	10	43	27	13	1	
July 2007 ¹	5	9	40	31	13	2	
May 2005 ¹	6	12	53	23	5	1	
January 2002 ¹	13	24	44	15	3	1	
December 2000 ¹	10	16	48	18	6	2	
June 1998 ¹	10	18	48	20	2	2	
February 1997 ⁵	7	14	46	32	NA	1	
January 1996 ²	4	10	41	41	3	1	
December 1991 ³	7	10	39	43	NA	1	
December 1988 ⁴	8	20	41	26	NA	6	
October 1986 ⁴	10	31	43	12	1	3	
November 1981 ⁴	8	21	41	22	6	3	
January 1977 ⁴	12	28	34	17	1	7	
The financial industry							[160]
December 2009 *	2	8	29	31	26	4	
January 2009 ¹	4	6	28	34	26	2	
September 19-22, 2008+ ¹	5	5	33	37	18	2	
July 2007 ¹	5	11	48	21	9	6	
July 2002 ¹	5	10	49	27	8	1	
December 2000 ¹	11	25	45	13	4	2	

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

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

PLEASE NOTE: Comparative data shown does not necessarily reflect all of the existing data for an item. It is possible that an institution received higher or lower confidence ratings in a survey that is not shown.

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⁴ Comparative data comes from surveys conducted by Gallup.

⁵ Comparative data comes from a survey conducted by Hart/Teeter for the Council for Excellence in Government.

+ Results shown reflect responses among registered voters.

8. Are you currently employed? (IF "CURRENTLY EMPLOYED," ASK:) What type of work do you do?

(IF "NOT CURRENTLY EMPLOYED," ASK:) Are you a student, a homemaker, retired, or unemployed and looking for work?

<u>Currently Employed</u>			
Professional/ manager	20		[168]
White-collar worker.....	16	CONTINUE	
Blue-collar worker.....	14		
Farmer, rancher.....	-		
<hr/>			
<u>Not Currently Employed</u>			
Student.....	3		
Homemaker.....	6	Skip to Q.10a	
Retired.....	27		
Unemployed, looking for work	13		
<hr/>			
Other	-	CONTINUE	
Not sure.....	1	Skip to Q.10a	

(ASK ONLY OF RESPONDENTS WHO SAY THEY ARE EMPLOYED IN Q.8.)

9a. Over the next twelve months, do you expect that your wages will increase, decrease, or stay about the same? [176]

(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. [177-179]

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

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. [208-210]

	<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>6/07</u>	<u>3/07</u>
Decrease	11	7	4	6	4	2	4	2	4
Stay the same.....	61	52	53	56	47	42	43	48	41
Total increase.....	28	41	43	38	49	56	53	50	55
Increase—1% to 3%.....	8	11	14	11	13	18	15	12	15
Increase—4% to 10%.....	10	18	19	17	22	25	26	25	21
Increase—11% or more.....	8	9	8	7	11	9	11	10	16
Increase—not sure how much.....	2	3	2	3	3	4	1	3	3
<hr/>									
Mean.....	1.3	3.1	4.0	2.1	5.4	5.3	6.1	5.7	7.3
Median.....	-0.7	-0.6	-0.3	-0.5	-0.1	1.6	1.2	0	1.6

10a. Over the next twelve months, do you expect that the cost of living—that is, what you pay for everyday goods and services--will increase, decrease, or stay about the same? **[211]**

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

10b. If you had to give your best estimate, what percentage do you think the total increase in the price of everyday goods and services in the next twelve months will be? Please use only whole numbers, without any decimals. **[212-214]**

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

10c. If you had to give your best estimate, what percentage do you think the total decrease in the price of everyday goods and services in the next twelve months will be? Please use only whole numbers, without any decimals. **[215-217]**

	<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>6/07</u>	<u>3/07</u>
Decrease	2	6	5	1	2	2	1	1	1
Stay the same	27	36	22	8	18	18	20	19	17
Total increase	71	58	73	91	80	80	79	80	82
Increase—1% to 3%	15	9	13	9	17	19	20	22	19
Increase—4% to 5%	18	14	18	21	21	21	22	23	22
Increase—6% to 10%	17	13	17	23	18	19	16	17	15
Increase—11% or more	15	14	18	27	17	12	12	10	18
Increase—not sure how much	6	8	7	11	7	9	9	8	8
<i>Mean</i>	6.9	5.8	7.3	11.4	8.2	6.4	6.9	7.1	8.8
<i>Median</i>	3.9	2.2	4.2	7.5	4.3	4.1	3.7	3.7	4.2

11a. 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. **[218]**

(ASK ONLY OF RESPONDENTS WHO SAY INCREASE IN Q.11a.)

11b. 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. **[219]**

(ASK ONLY OF RESPONDENTS WHO SAY DECREASE IN Q.11a.)

11c. 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. **[220]**

	<u>12/09</u> ¹	<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>
Respondents Who Own Their Home								
Decrease.....	20	22	20	23	20	16	11	9
Stay the same	59	61	56	54	54	50	49	43
Total increase	20	17	24	23	26	34	40	48
Increase—1% to 4%	4	4	6	5	5	6	8	12
Increase—5% to 9%	6	5	7	6	8	9	9	13
Increase—10% or more	8	5	9	9	9	13	17	19
Increase—not sure how much	3	3	2	3	4	6	6	4
<i>Mean</i>	-0.3	-1.6	-0.3	-0.2	-0.3	2.2	3.9	4.0
<i>Median</i>	-0.5	-0.5	-0.5	-1.0	-0.5	0	0	0

¹ Results shown among respondents who own their home, consisting of 84% of respondents 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.

12a/b. Do you have money invested in the stock market and mutual funds, including IRAs and 401-Ks? (IF "YES," ASK:) Which of the following would you say is the value of these investments? Please just stop me when I get to the correct category. (IF "NOT SURE," ASK:) Well, please just give me your best guess.

	12/09	12/08	
Less than \$10,000	8	8	[225/226]
At least \$10,000 but less than \$50,000.....	13	14	
At least \$50,000 but less than \$100,000.....	8	9	
At least \$100,000 but less than \$200,000.....	8	9	
At least \$200,000 but less than \$300,000.....	2	4	
At least \$300,000 but less than \$500,000.....	2	4	
At least \$500,000 but less than \$1,000,000.....	3	1	
\$1,000,000 or more.....	2	1	
No, no money invested in the stock market	42	42	
Not sure/refused	12	8	

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

	12/09	12/08	10/07	
Very good time.....	12	15	13	[227]
Just a somewhat good time	29	23	36	
Just a somewhat bad time	24	22	18	
Very bad time.....	24	30	9	
Not sure	11	10	24	

13. There is some two hundred billion dollars left over from the federal government's program that provided financial help to banks and financial institutions that were in danger of failing. Would you prefer that this money—be spent as part of the government's stimulus program for the economy OR be used to help reduce the federal budget deficit?

Be spent as part of government's stimulus program	33	[228]
Be used to help reduce the federal budget deficit.....	54	
Depends/some of both (VOL).....	8	
Not sure	5	

14. Which of the following two statements comes closer to your point of view?

Statement A: The president and the Congress should worry more about boosting the economy even though it may mean larger budget deficits now and in the future.

Statement B: The president and the Congress should worry more about keeping the budget deficit down, even though it may mean it will take longer for the economy to recover.

	12/09	10/09 ¹	9/09 ¹	6/09 ¹	
Statement A /Worry more about boosting the economy.....	33	31	30	35	[229]
Statement B /Worry more about keeping budget deficit down	56	62	62	58	
Depends (VOL)	6	3	4	2	
Not sure	5	4	4	5	

¹ Comparative data comes from surveys conducted NBC News and *The Wall Street Journal*.

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

F1. What is the last grade that you completed in school?

Grade school.....	1	[230-231]
Some high school.....	5	
High school graduate	28	
Some college, no degree	16	
Vocational training/2-year college	10	
4-year college/bachelor's degree	24	
Some postgraduate work, no degree	1	
2-3 years postgraduate work/master's degree	12	
Doctoral/law degree	2	
Not sure/refused.....	1	

F2. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else? **(IF "DEMOCRAT" OR "REPUBLICAN," ASK:)** Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? **(IF "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?

Strong Democrat	22	[232]
Not very strong Democrat.....	9	
Independent/lean Democrat	11	
Strictly independent.....	22	
Independent/lean Republican.....	10	
Not very strong Republican	8	
Strong Republican	12	
Other	4	
Not sure/nothing	2	

F3. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative? **(IF "LIBERAL" OR "CONSERVATIVE," ASK:)** Do you consider yourself to be very (liberal/conservative) or somewhat (liberal/conservative)?

Very liberal.....	9	[233]
Somewhat liberal.....	15	
Moderate	30	
Somewhat conservative	21	
Very conservative	20	
Not sure.....	5	

F4. Are you currently single and never married, unmarried and living with a partner, married, separated, widowed, or divorced?

Single.....	15	[234]
Unmarried and living with a partner	3	
Married	60	
Separated	3	
Widowed.....	9	
Divorced	9	
Other (VOL)	-	
Not sure/refused	1	

F5. Do you have any children under age eighteen of whom you are the parent or primary guardian?

Yes, kids under 18 in household.....	34	[235]
No, no kids under 18 in household	65	
Not sure.....	1	

F6a. Are you a current or retired labor union member?

(ASK ONLY OF RESPONDENTS WHO SAY NO OR NOT SURE IN Q.F6a.)

F6b. Is anyone else in your household a current or retired labor union member?

Labor union member.....	14	[236/237]
Labor union household	6	
Non-union household.....	79	
Not sure	1	

F7. If you added together the yearly income of all the members of your family who were living at home last year, would the total be 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, or would the total be more than that?

Less than \$10,000	7	[238]
Between \$10,000 and \$20,000.....	9	
Between \$20,000 and \$30,000.....	8	
Between \$30,000 and \$40,000.....	8	
Between \$40,000 and \$50,000.....	9	
Between \$50,000 and \$75,000.....	14	
Between \$75,000 and \$100,000.....	12	
More than \$100,000	16	
Not sure/refused.....	17	