

Consumer View of U.S. Economy

Survey conducted by [e-Rewards Research](#)

The following is a summary of statistics about the consumer's view of the U.S. Economy. For more details, visit www.emergingconsumerconsortium.com

Which of the following best describes your household and its spending practices during these unusual economic times?

Answer	Pct Answering	Pct Unique	ID Attributes
We are anticipating a substantial loss of income in the next 6 months and have already started making changes to our everyday spending habits	16.15%	16.15%	(1085539-591792)
We are anticipating a substantial loss of income in the next 6 months, but have not started making any changes to our everyday spending habits	3.73%	3.73%	(1085539-1591793)
We really have no reason to be fearful of a change in income, but have begun to make changes to our everyday spending habits	48.24%	48.24%	(1085539-1591794)
We really have no reason to be fearful of a change in income and have not made any changes to our everyday spending habits	14.64%	14.64%	(1085539-1591795)
We really do not feel we will be affected by the economy and have actually increased our spending	0.93%	0.93%	(1085539-1591796)
Everyone in the household is retired and we have begun to make changes to our everyday spending habits because of the economic downturn	6.53%	6.53%	(1085539-1591797)
Everyone in the household is retired and have made no conscious changes to our everyday spending habits because of the economic downturn	1.87%	1.87%	(1085539-1591798)
None of the above really apply to our household	7.90%	7.90%	(1085539-1591799)

Which of the following describes your opinion on the U.S economy?

Answer	Pct Answering	Pct Unique	ID Attributes
Will bounce back quickly	34.20%	34.20%	(1083863-1569934)
Long and painful recession	65.80%	65.80%	(1083863-1569935)