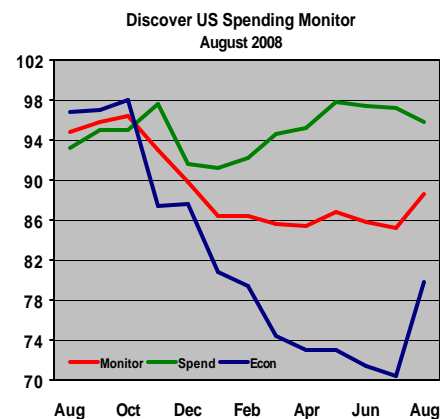


# DISCOVER® U.S. SPENDING MONITOR<sup>SM</sup>

	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan
DSM	88.7	86.1	86.0	86.8	85.4	85.1	86.4	86.1
Spending	95.8	97.5	97.6	97.9	95.3	93.9	92.1	90.9
Econ	79.9	71.9	71.4	73.0	73.0	74.2	79.4	80.2
DSBW	86.9	84.6	71.8	81.8	76.1	77.8	90.9	86.3

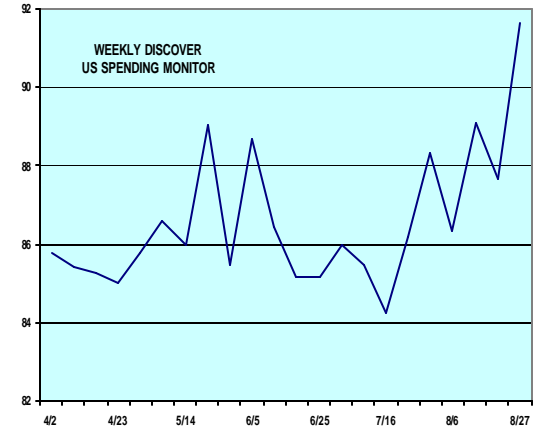
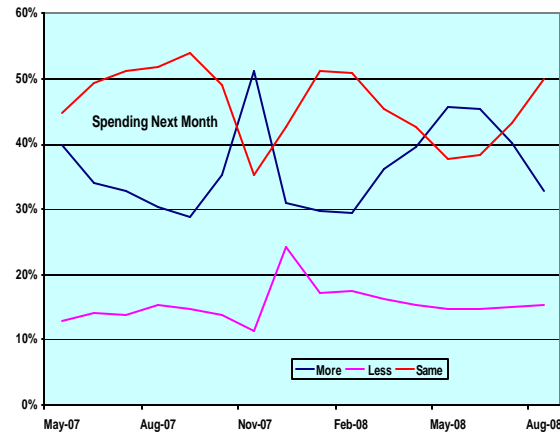
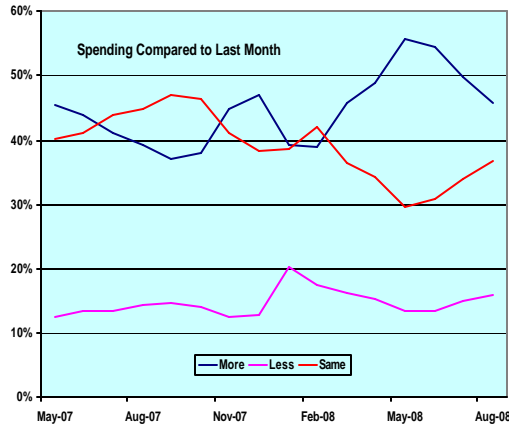
The Discover U.S. Spending Monitor surged 2.6 points this month, the largest single month-over-month increase in the index since polling began in May of 2007. The Monitor stood at 88.7 at the end of August, rising primarily in response to greater economic confidence and more moderate expectations for increased spending in the month ahead. In particular, consumers were much less apt to say that the economy is getting worse. Only 65 percent felt that way in August compared to more than 73 percent in July.

Consumers were also somewhat more optimistic about their personal finances during the survey period. This month, 51 percent of consumers thought their finances were getting worse versus 55 percent in July. The key factor in the reversal of attitudes was probably the plummeting price of gasoline. Since July 7, the average cost of a gallon of regular gas has fallen from \$4.16 to \$3.74, the latter being the lowest per gallon price calculated by the U.S Department of Energy since the first week of May 2008. It is also the sixth week in a row that gas prices have fallen.



While confidence rose during the month, the Monitor's spending component dipped nearly two points to 95.8. The decline was actually welcome news as falling gas prices made many feel less apprehensive about increases in future spending. Up to this month, consumers were confronted with the unpleasant reality of an environment marked by slow economic growth and rapidly rising prices. That said, there was a substantial decline – from 57 percent to 46 percent – in the number of consumers who thought they would have to spend more next month on household goods ... and there was a similar rise – from 35 percent to 45 percent – in the number who claim they expect to keep their spending at the same level for such items in September as they did in August. No doubt the expectations with respect to necessities spending impacted the overall expense picture. Substantially fewer consumers – 33 percent versus 40 percent last month – thought they would have to spend more next month; and substantially more consumers – 50 percent versus 42 percent – thought they would be spending at the same levels.

In effect, consumers seem to have gotten a late August breather from a summer that saw economic confidence tumble while spending expectations rose. In fact, the weekly U.S. Spending Monitor surged an unprecedented 4.1 points the last week of the month continuing an upward trend in the index that began in mid-July, coincident with the fall in energy prices.



For the second month in a row, the Monitor asked consumers about the impact of falling home prices and lower investment values. Fifty eight (58) percent of consumers remain somewhat to very concerned about the value of their homes though fewer this month, 45 percent versus 48 percent in July, said the concern would translate into reductions in their overall spending. The more optimistic outlook apparently affected plans for spending reductions among homeowners. More people said they would reduce home improvement expenses first, perhaps reflecting the poor outlook for sales and a feeling of futility about the prospects of near term paybacks on their investment. Less people, this month, said they would look to major purchases first for expense cuts.

In August 46 percent of Americans were anticipating higher expenses next month for household items including gasoline and groceries. That's down a remarkable 11 points from the previous month, and it is the first time since February that a majority of the country wasn't expecting higher spending in this category in the month ahead.

The August spending numbers reveal a healthy dose of caution among the buying public. Despite their rising economic confidence, consumers are not ready to take the wraps off their monthly budget for shopping or entertainment sprees. Instead, they seem resigned to more of the same when it comes to their monthly spending. Indicative of this situation is data from this month's Monitor survey that shows a fall in the number of consumers who say they will have money left over after paying their bills. However, there was a 4-point jump in the number of those with money left over, 74 percent, saying they expected to have the same or more money left over than last month.

Finally, a tide of rising economic confidence was clearly the factor that drove the Monitor higher this month. Every age group and income category reported substantial changes in their attitude about US business. Though 65 percent still think things are getting worse, this month's survey is the first time since February that the reading has been below 70 percent.

**Discover US Spending Monitor**  
**Survey of 14,000 US Adults**  
**August 2008**

Baseline Index Questions

1\* Generally, how would you rate the U.S. economy these days?

	Aug	Jul	Jun	May	Apr	Mar
Excellent	3.4	3.1	3.3	3.8	3.6	3.5
Good	12.2	10.0	11.4	11.3	12.0	12.4
Fair	32.7	31.4	30.4	30.6	31.2	33.5
Poor	50.4	54.2	53.6	53.2	51.7	49.2
Not sure	1.3	1.3	1.3	1.0	1.5	1.3
Index	60.6	54.6	56.8	57.4	59.3	62.0

2\* Are economic conditions in the country getting better or worse?

	Aug	Jul	Jun	May	Apr	Mar
Better	15.3	10.3	9.7	11.5	9.6	9.0
Worse	65.0	73.0	74.1	72.8	73.5	73.4
Same	14.9	12.3	11.7	10.7	11.7	12.6
Not sure	4.8	4.4	4.6	4.9	5.1	5.0
Index	83.8	62.1	59.2	64.4	60.0	59.2

3\* How would you rate your own personal finances these days?

	Aug	Jul	Jun	May	Apr	Mar
Excellent	10.0	9.4	9.6	10.4	10.5	9.6
Good	29.1	30.7	29.3	28.5	28.1	28.9
Fair	38.3	37.5	38.1	37.5	37.9	37.2
Poor	20.5	20.4	21.0	21.2	21.3	22.1
Not sure	2.0	2.0	2.0	2.4	2.2	2.2
Index	96.9	97.8	96.3	96.1	95.7	95.1

4\* Are your personal finances getting better these days, or worse?

	Aug	Jul	Jun	May	Apr	Mar
Better	21.9	21.0	20.3	20.9	21.7	23.0
Worse	51.3	55.2	54.3	54.2	52.4	50.5
Same	24.6	21.8	23.1	22.6	23.6	24.1
Not sure	2.2	2.1	2.3	2.3	2.4	2.4
Index	78.2	73.0	73.2	74.0	76.8	80.3

5\* Think for a moment about all the money you spend each month... are you spending more, less or about the same as last month?

	Aug	Jul	Jun	May	Apr	Mar
More	45.8	50.0	54.7	55.6	49.0	45.8
Less	16.0	14.9	13.3	13.5	15.2	16.4
Same	36.9	33.9	30.9	29.5	34.3	36.6
Not sure	1.3	1.3	1.2	1.4	1.5	1.3
Index	97.5	101.6	106.3	106.9	100.6	97.3

6\* Do you think you will spend more, less or about the same next month?

	Aug	Jul	Jun	May	Apr	Mar
More	32.8	40.1	45.3	45.6	39.5	36.2
Less	15.4	15.0	14.6	14.6	15.4	16.2
Same	49.9	43.2	38.3	37.6	42.6	45.3
Not sure	1.9	1.7	1.8	2.1	2.5	2.3
Index	92.4	98.4	102.8	103.1	97.7	94.4

**Discover US Spending Monitor  
August 2008 (Cont.)**

7\* Over the next 30 days, do you anticipate added expenses or a shortfall in income that would cause you to cut back on current lifestyle, spending habits?

	Aug	Jul	Jun	May	Apr	Mar
Yes	39.6	41.7	43.8	43.3	41.5	40.0
No	48.1	46.4	43.6	43.7	45.5	46.9
Not sure	12.3	11.9	12.6	13.0	12.9	13.1
Index	97.3	93.8	89.5	90.1	93.2	95.9

8\* When you finish paying all of your regular bills this month, will you have money left over?

	Aug	Jul	Jun	May	Apr	Mar
Yes	51.4	52.6	51.9	50.7	50.1	49.7
No	38.0	36.9	37.2	37.4	39.2	39.0
Not sure	10.7	10.6	11.0	11.9	10.7	11.3
Index	93.2	95.1	94.3	93.1	91.1	90.9

9\* [Only those who answered yes to #6] Okay, will you have more money left over than last month, less money, or about the same amount?

	Aug	Jul	Jun	May	Apr	Mar
More	9.6	10.4	11.0	11.0	11.7	12.0
Less	24.2	29.2	31.2	30.9	26.5	25.5
Same	65.3	59.8	56.8	57.4	61.1	61.7
Not sure	1.0	0.7	1.0	0.7	0.7	0.8
Index	96.0	93.5	92.9	93.3	96.1	96.8

10\* Suppose you lost your income suddenly. How many months would you be able to continue living your current lifestyle before replacing your income?

	Aug	Jul	Jun	May	Apr	Mar
None	26.9	25.7	26.8	26.3	28.0	28.7
1 mo.	16.9	17.5	18.0	17.8	17.5	18.1
2 mos.	11.0	11.0	10.7	11.1	11.2	11.2
3 mos.	9.7	10.6	10.4	10.5	10.0	10.0
4 mos.	3.8	4.1	4.1	4.0	4.2	3.7
5 mos.	2.8	3.1	2.6	2.5	2.3	2.3
6 or more	24.2	23.6	22.6	22.7	22.1	21.2
Not sure	4.7	4.4	4.9	5.1	4.6	4.8
Index	98.5	98.4	95.2	96.3	93.8	91.1

**Category Spending  
August 2008**

1\* Spending next month on household expenses?

	<b>Aug</b>	<b>Jul</b>	<b>Jun</b>	<b>May</b>	<b>Apr</b>	<b>Mar</b>
More	45.9	56.7	59.2	64.7	55.6	52.1
Less	7.8	6.9	7.0	6.6	8.0	8.6
Same	44.6	34.8	32.4	27.1	34.6	37.8
Not sure	1.6	1.6	1.4	1.5	1.8	1.6

2\* Spending next month on discretionary personal expenses?

	<b>Aug</b>	<b>Jul</b>	<b>Jun</b>	<b>May</b>	<b>Apr</b>	<b>Mar</b>
More	9.9	10.6	11.0	12.2	10.7	10.3
Less	52.0	53.8	54.4	54.3	51.2	49.9
Same	35.2	32.8	32.0	30.0	34.6	36.3
Not sure	2.9	2.9	2.7	3.6	3.6	3.5

3\* Spending next month on household improvements?

	<b>Aug</b>	<b>Jul</b>	<b>Jun</b>	<b>May</b>	<b>Apr</b>	<b>Mar</b>
More	15.0	15.0	15.2	18.8	17.7	17.6
Less	49.1	50.6	51.0	48.7	46.4	45.7
Same	31.1	29.6	28.8	27.3	29.9	30.9
Not sure	4.8	4.9	4.9	5.2	5.9	5.8

4\* Spending next month on major personal purchases?

	<b>Aug</b>	<b>Jul</b>	<b>Jun</b>	<b>May</b>	<b>Apr</b>	<b>Mar</b>
More	14.8	17.2	17.1	17.4	15.1	14.4
Less	46.4	47.5	48.1	47.8	46.2	45.6
Same	35.4	32.2	31.4	31.4	34.8	35.5
Not sure	3.3	3.2	3.3	3.4	3.9	4.5

5\* Saving and investing next month?

	<b>Aug</b>	<b>Jul</b>	<b>Jun</b>	<b>May</b>	<b>Apr</b>	<b>Mar</b>
More	9.5	10.3	10.1	9.5	10.8	10.6
Less	37.8	40.9	41.4	41.8	39.2	39.3
Same	49.4	45.9	45.7	45.5	46.4	46.5
Not sure	3.2	2.9	2.9	3.2	3.7	3.7

**Impact of Housing and Investment Values  
August 2008**

**Housing Values Impact ↓**

1\* How concerned are you that value of your home is decreasing?

	<b>Aug</b>	<b>Jul</b>
Very	32.8	34.1
Somewhat	25.0	24.3
Not very	26.5	26.2
Not at all	9.3	9.2
Not sure	6.4	6.2

2\* Has concern caused you to reduce spending?

	<b>Aug</b>	<b>Jul</b>
Yes	45.2	47.6
No	43.3	41.4
Not sure	11.5	11.1

3\* In what area would you first reduce spending?

	<b>Aug</b>	<b>Jul</b>
Home Improvement	16.1	12.7
Major purchases	36.1	42.0
Savings	8.0	10.3
Household spending	21.9	19.1
Discretionary spending	12.4	11.9
Not sure	5.5	4.0

**Investment Values Impact ↓**

1\* Do you own \$5,000 or more in stocks, bonds or mutual funds?

	<b>Aug</b>	<b>Jul</b>
Yes	49.9	50.4
No	43.3	42.6
Not sure	6.8	7.1

2\* How concerned are you that the value of your assets are decreasing?

	<b>Aug</b>	<b>Jul</b>
Very	41.3	44.5
Somewhat	31.7	29.9
Not very	21.5	19.9
Not at all	4.9	5.2
Not sure	0.5	0.4

3\* Has concern caused you to reduce spending?

	<b>Aug</b>	<b>Jul</b>
Yes	50.3	52.2
No	40.0	38.1
Not sure	9.7	9.7

4\* In what area would you first reduce spending?

	<b>Aug</b>	<b>Jul</b>
Home Improvement	15.0	15.4
Major purchases	39.5	40.5
Savings	5.8	8.1
Household spending	18.2	16.0
Discretionary spending	17.9	17.2
Not sure	3.7	2.8

**Baseline Monitor**  
**Gender, Age**  
**August 2008**

		Total		Gender				Age					
		Adults		Male		Female		18-39		40-64		65+	
		Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul
<b>Index</b>		<b>88.7</b>	<b>86.1</b>	<b>95.5</b>	<b>92.5</b>	<b>82.9</b>	<b>80.5</b>	<b>85.6</b>	<b>83.0</b>	<b>89.2</b>	<b>86.9</b>	<b>97.1</b>	<b>93.6</b>
Rate Econ	Excellent	3.4	3.1	4.1	4.0	2.8	2.3	4.3	3.8	2.4	2.0	3.2	3.5
	Good	12.2	10.0	15.7	12.7	9.2	7.6	11.1	8.6	12.1	10.9	15.8	12.1
	Fair	32.7	31.4	33.1	32.3	32.5	30.7	32.0	30.4	32.7	31.3	35.1	34.8
	Poor	50.4	54.2	46.1	49.8	54.0	58.1	51.1	55.6	52.1	55.1	44.3	48.1
	Not sure	1.3	1.3	1.0	1.2	1.5	1.3	1.5	1.6	0.8	0.7	1.7	1.5
Econ Better or Worse	Better	15.3	10.3	20.9	13.8	10.6	7.3	16.3	11.3	14.2	9.4	15.0	9.6
	Worse	65.0	73.0	57.3	67.7	71.5	77.6	65.4	73.9	67.0	74.8	59.1	66.4
	Stay same	14.9	12.3	17.4	14.5	12.7	10.3	13.9	10.7	14.4	12.3	18.9	17.0
	Not sure	4.8	4.4	4.4	4.0	5.2	4.7	4.4	4.1	4.4	3.5	7.0	7.0
Rate Personal Finances	Excellent	10.0	9.4	12.1	11.0	8.2	8.0	10.2	10.0	9.9	9.0	9.6	8.4
	Good	29.1	30.7	30.1	33.7	28.3	28.1	27.8	29.3	29.5	31.6	32.4	32.7
	Fair	38.3	37.5	36.4	34.8	39.9	39.8	37.4	36.5	38.9	37.8	39.5	39.9
	Poor	20.5	20.4	19.6	19.1	21.3	21.5	22.8	22.3	19.9	19.7	15.1	15.9
	Not sure	2.0	2.0	1.8	1.4	2.2	2.6	1.8	1.8	1.8	1.8	3.3	3.2
Personal Finances Better or Worse	Better	21.9	21.0	26.0	25.8	18.4	16.9	26.8	27.2	19.6	17.3	12.2	10.6
	Worse	51.3	55.2	46.9	51.2	55.0	58.6	47.5	51.3	54.9	59.0	54.4	58.0
	Stay same	24.6	21.8	25.0	21.2	24.3	22.2	23.3	19.2	23.6	22.1	31.0	28.8
	Not sure	2.2	2.1	2.1	1.7	2.4	2.4	2.4	2.3	1.9	1.6	2.5	2.6
Spending Compared to Last Month	More	45.8	50.0	42.9	47.3	48.2	52.3	43.4	48.3	48.8	52.8	45.9	48.6
	Less	16.0	14.9	17.3	14.5	15.0	15.2	17.9	16.0	15.8	14.8	11.0	11.5
	About same	36.9	33.9	38.8	37.0	35.3	31.2	37.3	34.1	34.3	31.6	41.6	38.5
	Not sure	1.3	1.3	1.1	1.2	1.5	1.3	1.4	1.6	1.1	0.8	1.4	1.4

**Baseline Monitor  
Gender, Age  
August 2008 (cont.)**

		Total		Gender				Age					
		Adults		Male		Female		18-39		40-64		65+	
		Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul
<b>Index</b>		<b>88.7</b>	<b>86.1</b>	<b>95.5</b>	<b>92.5</b>	<b>82.9</b>	<b>80.5</b>	<b>85.6</b>	<b>83.0</b>	<b>89.2</b>	<b>86.9</b>	<b>97.1</b>	<b>93.6</b>
Spending Next Month	More	32.8	40.1	32.3	38.5	33.2	41.4	33.0	41.3	33.5	40.5	30.6	35.3
	Less	15.4	15.0	16.1	15.8	14.9	14.3	16.8	16.2	15.2	14.9	12.0	11.5
	About same	49.9	43.2	49.9	44.2	49.8	42.4	48.4	40.8	49.5	43.2	54.9	50.4
	Not sure	1.9	1.7	1.6	1.5	2.1	1.9	1.8	1.7	1.8	1.3	2.5	2.8
Add Exp. or Shortfall Next 30 Days	Yes	39.6	41.7	37.5	39.8	41.5	43.3	44.0	46.0	39.2	41.3	27.3	29.4
	No	48.1	46.4	51.5	49.1	45.2	44.0	44.5	43.2	49.4	47.3	56.1	53.9
	Not sure	12.3	11.9	11.0	11.1	13.3	12.7	11.5	10.8	11.4	11.4	16.6	16.7
Money Left After Paying Debts	Yes	51.4	52.6	55.5	57.9	47.9	48.0	50.2	51.1	51.7	53.5	54.3	54.9
	No	38.0	36.9	35.1	33.6	40.4	39.7	40.5	39.9	38.3	36.3	29.7	28.9
	Not sure	10.7	10.6	9.4	8.5	11.7	12.4	9.3	9.0	10.0	10.2	16.1	16.2
Money Left Compared to Last Month	More	9.6	10.4	12.1	12.5	7.1	8.2	10.8	12.8	9.6	8.7	6.5	7.0
	Less	24.2	29.2	20.8	26.1	27.4	32.3	23.9	30.0	25.5	30.2	22.0	24.4
	About same	65.3	59.8	66.3	60.9	64.2	58.7	63.9	56.4	64.4	60.5	70.8	67.9
	Not sure	1.0	0.7	0.7	0.6	1.2	0.8	1.4	0.7	0.5	0.6	0.7	0.8
Months Continue Lifestyle If You Lost Income	None	26.9	25.7	23.5	21.6	29.8	29.4	34.5	33.6	22.1	20.3	14.6	14.3
	One	16.9	17.5	15.5	16.6	18.1	18.3	18.7	19.4	15.7	16.0	14.4	15.3
	Two	11.0	11.0	11.3	10.3	10.7	11.7	12.3	12.5	10.7	10.7	7.8	7.4
	Three	9.7	10.6	9.9	11.0	9.5	10.2	9.0	9.7	10.8	12.1	9.4	9.8
	Four	3.8	4.1	3.6	4.6	3.9	3.7	3.0	3.9	4.7	4.7	4.0	3.2
	Five	2.8	3.1	3.0	3.0	2.5	3.2	2.8	2.9	2.8	3.2	2.6	3.2
	Six +	24.2	23.6	29.4	29.7	19.9	18.3	16.6	15.3	29.1	28.7	36.2	37.0
	Not sure	4.7	4.4	3.8	3.3	5.5	5.3	3.1	2.7	4.1	4.3	11.0	9.9

**Baseline Monitor  
Income, Married  
August 2008**

		Total		Income						Married				Kids @ Home			
		Adults		<\$40k		\$40K to \$75K		\$75K+		Yes		No		Yes		No	
		Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul
<b>Index</b>		<b>88.7</b>	<b>86.1</b>	<b>70.1</b>	<b>70.0</b>	<b>91.4</b>	<b>87.6</b>	<b>110.2</b>	<b>103.9</b>	<b>94.2</b>	<b>91.1</b>	<b>78.3</b>	<b>77.1</b>	<b>85.0</b>	<b>84.0</b>	<b>91.1</b>	<b>87.5</b>
Rate Econ	Excel	3.4	3.1	3.8	4.0	3.0	2.3	2.9	2.8	3.3	2.5	3.6	4.1	3.4	3.2	3.4	3.0
	Good	12.2	10.0	7.8	6.5	13.3	10.2	17.1	13.9	14.2	11.6	8.5	7.2	11.4	10.2	12.8	9.9
	Fair	32.7	31.4	27.2	25.7	33.2	31.6	39.3	37.4	34.1	33.0	30.2	28.6	33.0	31.3	32.6	31.4
	Poor	50.4	54.2	59.6	62.3	49.7	54.9	40.2	45.6	47.5	51.8	55.8	58.6	51.1	54.1	49.9	54.4
	Not sure	1.3	1.3	1.7	1.6	0.9	1.1	0.6	0.3	0.9	1.1	1.9	1.5	1.1	1.1	1.4	1.3
Econ Better or Worse	Better	15.3	10.3	9.8	8.0	16.8	9.8	21.8	13.9	17.5	11.8	11.2	7.8	16.0	12.1	14.7	9.2
	Worse	65.0	73.0	71.3	75.0	64.7	75.1	58.2	69.6	62.6	71.9	69.4	75.1	65.6	73.5	64.7	72.9
	Same	14.9	12.3	13.1	10.6	14.3	12.0	16.5	13.9	15.6	12.4	13.5	11.9	13.7	11.0	15.6	13.0
	Not sure	4.8	4.4	5.9	6.4	4.2	3.1	3.5	2.5	4.2	3.9	5.9	5.2	4.6	3.5	5.0	4.9
Rate Personal Finances	Excel	10.0	9.4	4.3	5.0	7.4	5.9	19.7	18.4	11.6	11.2	7.0	6.2	9.4	9.7	10.3	9.1
	Good	29.1	30.7	14.2	14.7	31.8	34.5	46.6	46.9	34.3	35.2	19.5	22.7	28.3	29.0	30.0	31.8
	Fair	38.3	37.5	40.5	40.7	47.3	43.7	27.9	27.7	36.9	36.8	41.0	38.8	38.6	37.6	38.0	37.4
	Poor	20.5	20.4	38.7	37.0	12.7	14.6	5.0	6.4	15.7	15.4	29.6	29.3	22.3	22.2	19.4	19.2
	Not sure	2.0	2.0	2.3	2.6	0.7	1.3	0.8	0.6	1.6	1.5	2.9	3.0	1.5	1.5	2.3	2.4
Personal Finances Better or Worse	Better	21.9	21.0	12.9	13.4	23.0	19.8	35.0	33.0	24.8	23.2	16.2	17.1	25.0	25.3	19.8	18.3
	Worse	51.3	55.2	63.3	64.8	50.9	56.4	37.4	42.7	48.1	52.1	57.2	60.6	49.7	52.9	52.4	56.7
	Same	24.6	21.8	20.3	18.2	25.3	23.1	27.0	23.4	25.2	22.9	23.5	19.6	23.3	19.6	25.4	23.1
	Not sure	2.2	2.1	3.5	3.6	0.8	0.7	0.6	0.8	1.8	1.7	3.1	2.7	2.0	2.2	2.4	2.0
Spending Compared to Last Month	More	45.8	50.0	50.2	55.0	45.9	50.3	40.5	43.9	45.6	50.0	46.1	49.9	45.8	52.2	45.6	48.5
	Less	16.0	14.9	16.4	14.5	15.5	15.3	15.9	14.5	16.3	13.4	15.6	17.5	16.5	12.7	15.7	16.3
	Same	36.9	33.9	31.6	28.2	37.8	33.7	43.2	41.2	37.4	35.6	35.9	30.8	36.6	33.5	37.1	34.1
	Not sure	1.3	1.3	1.8	2.3	0.8	0.7	0.4	0.4	0.7	1.0	2.4	1.9	1.0	1.6	1.6	1.1

**Baseline Monitor  
Income, Married  
August 2008 (cont.)**

		Total		Income						Married				Kids @ Home			
		LV		<\$40k		\$40k to \$75k		\$75k+		Yes		No		Yes		No	
		Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul	Aug	Jul
<b>Index</b>		<b>88.7</b>	<b>86.1</b>	<b>70.1</b>	<b>70.0</b>	<b>91.4</b>	<b>87.6</b>	<b>110.2</b>	<b>103.9</b>	<b>94.2</b>	<b>91.1</b>	<b>78.3</b>	<b>77.1</b>	<b>85.0</b>	<b>84.0</b>	<b>91.1</b>	<b>87.5</b>
Spending Next Month	More	32.8	40.1	37.9	44.9	32.2	40.0	27.7	34.3	31.7	39.4	34.9	41.3	32.6	44.7	33.0	37.0
	Less	15.4	15.0	16.2	14.9	14.9	14.6	15.5	15.6	15.3	13.7	15.7	17.3	16.3	13.3	14.9	16.1
	Same	49.9	43.2	43.3	36.8	51.7	44.9	56.0	49.8	51.8	45.7	46.2	38.8	49.6	40.6	50.0	45.0
	Not sure	1.9	1.7	2.7	3.3	1.2	0.5	0.8	0.3	1.1	1.2	3.3	2.6	1.4	1.4	2.2	1.9
Add exp shortfall 30 days	Yes	39.6	41.7	49.1	52.8	38.9	38.8	28.9	32.4	37.2	39.5	44.2	45.6	44.6	46.2	36.2	38.7
	No	48.1	46.4	35.8	32.7	50.4	49.3	63.1	60.7	52.0	49.3	40.8	41.1	44.2	42.7	50.8	48.8
	Not sure	12.3	11.9	15.1	14.5	10.7	11.9	8.1	6.9	10.8	11.1	15.1	13.3	11.2	11.1	13.0	12.5
\$ After Debt Pay	Yes	51.4	52.6	31.1	34.1	55.3	56.9	75.7	72.7	56.8	57.1	41.2	44.6	48.0	48.6	53.6	55.3
	No	38.0	36.9	55.6	52.8	35.2	32.5	18.7	22.8	34.1	33.1	45.4	43.6	42.8	42.0	34.6	33.4
	Not sure	10.7	10.6	13.4	13.1	9.5	10.5	5.6	4.5	9.2	9.9	13.4	11.8	9.2	9.4	11.7	11.3
\$ Left v. Last Month	More	9.6	10.4	10.4	12.6	7.8	8.6	10.7	10.5	10.0	10.2	8.7	10.7	11.8	11.5	8.2	9.7
	Less	24.2	29.2	29.9	36.1	23.5	30.3	21.6	24.3	23.0	27.7	27.2	32.4	23.6	28.7	24.7	29.3
	Same	65.3	59.8	58.3	50.7	67.6	60.4	67.3	64.7	66.3	61.6	62.5	55.7	63.9	59.3	66.1	60.2
	Not sure	1.0	0.7	1.3	0.6	1.1	0.7	0.4	0.5	0.7	0.4	1.6	1.2	0.8	0.5	1.1	0.8
Mos Hold Lifestyle Income Lost	None	26.9	25.7	41.0	40.2	24.2	22.6	12.5	12.2	22.9	22.3	34.5	31.9	33.7	33.7	22.4	20.6
	One	16.9	17.5	20.4	21.5	17.2	17.9	12.4	12.3	16.5	16.2	17.6	19.9	18.1	18.2	16.0	16.9
	Two	11.0	11.0	10.6	8.6	13.5	13.4	10.1	12.5	11.1	11.7	10.8	9.8	11.7	12.2	10.6	10.3
	Three	9.7	10.6	6.6	7.4	10.8	12.3	13.8	13.2	11.1	11.4	7.2	9.0	10.4	10.0	9.3	11.0
	Four	3.8	4.1	2.4	2.7	4.2	3.8	5.3	6.2	4.1	4.6	3.1	3.3	3.4	4.3	4.1	3.9
	Five	2.8	3.1	1.9	2.0	3.0	2.8	4.0	5.0	2.8	3.4	2.6	2.6	2.5	3.0	2.9	3.1
	Six +	24.2	23.6	12.2	12.6	24.4	24.1	39.8	36.1	27.4	26.7	18.3	18.0	17.3	16.3	28.9	28.4
Not sure	4.7	4.4	4.9	4.8	2.8	3.0	2.2	2.5	4.1	3.7	5.9	5.6	2.9	2.3	5.8	5.8	

**Category Spending  
Gender, Age  
August 2008**

		Gender				Age					
		Aug		Jul		Aug			Jul		
		M	F	M	F	18-39	40-64	65+	18-39	40-64	65+
Spending in Next Month on Household Expenses	More	43.1	48.3	54.4	58.7	45.5	47.8	43.0	55.6	59.6	53.7
	Less	9.3	6.6	7.3	6.5	8.9	7.4	5.7	8.5	5.4	5.4
	Same	46.2	43.3	36.7	33.1	43.5	43.9	49.6	33.9	33.9	39.2
	Not sure	1.5	1.8	1.6	1.6	2.2	0.9	1.7	1.9	1.1	1.7
Spending Next Month on Discretionary Entertainment Exp.	More	11.8	8.3	12.4	9.0	12.2	8.0	7.3	12.9	8.9	7.4
	Less	47.5	55.8	49.5	57.5	54.9	52.6	41.7	56.0	54.5	45.3
	Same	38.3	32.5	35.9	30.1	30.3	36.8	46.1	28.8	34.0	42.2
	Not sure	2.4	3.4	2.2	3.5	2.5	2.6	5.0	2.3	2.6	5.1
Spending Next Month on Household Improvements	More	16.3	13.9	15.6	14.4	15.7	15.6	11.4	15.8	14.9	12.5
	Less	47.1	50.8	46.2	54.4	48.9	50.7	46.0	51.7	51.3	45.5
	Same	33.0	29.4	34.2	25.6	31.0	29.6	34.7	28.1	29.3	34.6
	Not sure	3.6	5.9	4.0	5.6	4.4	4.1	7.9	4.3	4.5	7.3
Spending in Next Month on Major Personal Purchases	More	15.3	14.4	17.6	16.8	17.2	13.7	10.4	21.4	14.4	10.8
	Less	44.7	48.0	43.2	51.1	45.7	49.0	42.6	46.3	50.0	45.3
	Same	37.4	33.8	36.5	28.4	34.5	33.9	41.7	29.6	32.6	38.8
	Not sure	2.6	3.9	2.6	3.7	2.6	3.4	5.2	2.7	2.9	5.2
Next Month - Save/Invest More, Less or About the Same	More	11.1	8.1	12.7	8.2	12.8	7.6	4.0	15.0	6.5	4.8
	Less	35.4	39.9	37.9	43.5	35.0	40.9	39.4	38.2	43.8	42.7
	Same	50.7	48.3	46.9	45.0	48.6	49.1	52.5	44.0	47.6	47.9
	Not sure	2.7	3.7	2.4	3.3	3.6	2.4	4.2	2.9	2.1	4.6

**Category Spending  
Income, Married  
August 2008**

		Income						Married				Kids @ Home			
		Aug			Jul			Aug		Jul		Aug		Jul	
		<40k	40-75k	>75k	<40k	40-75k	>75k	Y	N	Y	N	Y	N	Y	N
Spending in Next Month on Household Expenses	More	52.2	46.0	38.5	60.9	58.0	51.0	44.5	48.6	57.6	55.2	45.6	46.1	59.7	54.8
	Less	9.3	6.2	7.9	8.0	6.3	6.3	7.4	8.7	5.7	9.1	7.9	7.8	6.0	7.4
	Same	36.3	46.9	53.1	28.7	34.5	42.2	46.8	40.5	35.5	33.5	44.9	44.5	32.5	36.2
	Not sure	2.2	0.9	0.6	2.5	1.2	0.5	1.3	2.3	1.2	2.3	1.6	1.6	1.7	1.5
Spending in Next Month on Disc. Entertainment Exp.	More	11.0	8.1	10.3	12.2	8.6	11.1	9.1	11.5	9.6	12.2	10.6	9.3	13.1	8.9
	Less	58.5	55.0	42.8	58.4	57.5	45.8	51.2	53.5	52.9	55.3	56.3	49.2	56.7	51.7
	Same	25.8	35.6	46.4	24.0	32.8	42.4	37.9	30.0	35.4	28.2	31.1	37.9	27.8	36.1
	Not sure	4.6	1.2	0.5	5.3	1.1	0.7	1.8	5.0	2.0	4.3	2.0	3.6	2.3	3.2
Spending in Next Month on Household Improvements	More	13.0	13.8	19.5	13.8	13.8	18.0	16.0	13.1	15.6	13.8	15.0	15.0	17.9	13.0
	Less	54.5	51.8	40.8	55.9	53.9	42.0	48.0	51.2	49.5	52.5	50.4	48.3	51.6	50.0
	Same	25.4	31.6	38.3	23.3	28.6	37.6	32.2	28.9	31.2	26.7	31.1	31.0	26.9	31.3
	Not sure	7.1	2.8	1.4	7.0	3.7	2.4	3.8	6.8	3.7	7.0	3.4	5.8	3.6	5.7
Spending in Next Month on Major Personal Purchases	More	14.2	13.3	17.5	17.0	15.0	20.0	15.3	14.1	17.0	17.5	16.9	13.4	20.6	15.0
	Less	55.0	47.5	36.0	53.7	51.0	37.4	44.9	49.3	46.2	49.7	47.0	46.1	48.2	47.0
	Same	26.0	37.5	45.6	23.7	32.1	42.1	37.5	31.6	34.4	28.2	33.6	36.7	28.9	34.3
	Not sure	4.9	1.6	0.9	5.6	1.9	0.5	2.3	5.0	2.4	4.6	2.5	3.8	2.3	3.7
Next Month - Save/Invest More, Less or About the Same	More	8.3	9.1	12.7	10.1	8.6	12.7	10.0	8.6	9.4	11.9	11.2	8.3	11.8	9.4
	Less	51.0	37.2	21.7	54.2	39.2	26.5	33.9	45.2	38.3	45.5	35.8	39.2	40.3	41.3
	Same	36.0	52.4	64.5	31.4	50.4	60.1	53.6	41.5	49.8	39.0	50.0	49.1	44.7	46.7
	Not sure	4.7	1.4	1.2	4.3	1.8	0.7	2.5	4.7	2.4	3.6	2.9	3.4	3.2	2.6

**Housing Value Impact  
Gender, Age  
August 2008**

		Gender				Age					
		Aug		Jul		Aug			Jul		
		M	F	M	F	18-39	40-64	65+	18-39	40-64	65+
Concern about your home decreasing in value?	Very	31.0	34.3	31.8	36.0	33.5	34.9	25.7	36.0	34.7	26.7
	Somewhat	23.3	26.4	23.3	25.1	23.3	26.1	27.7	21.9	25.8	28.2
	Not Very	29.6	23.9	29.6	23.3	25.6	25.8	31.1	24.4	27.3	29.3
	Not at all	10.8	7.9	10.5	8.1	9.5	9.0	9.1	9.7	8.5	9.5
	Not sure	5.3	7.4	4.8	7.4	8.1	4.3	6.4	8.0	3.7	6.4
Has concern caused you to reduce spending?	Yes	45.2	45.3	49.6	45.9	45.5	46.8	40.5	50.6	46.3	40.8
	No	45.4	41.7	41.6	41.1	45.2	42.1	40.2	40.8	41.9	42.0
	Not sure	9.4	13.1	8.7	12.9	9.3	11.1	19.3	8.6	11.8	17.2
In what areas would you first reduce spending?	Home Improvement	17.1	15.4	12.2	13.0	19.5	12.7	14.2	11.9	13.3	13.9
	Major purchases	35.8	36.4	40.7	43.1	36.1	37.2	33.1	45.3	39.3	36.3
	Savings	8.2	7.8	11.9	9.1	6.5	9.2	9.5	12.4	8.3	8.0
	Household spending	19.8	23.4	17.7	20.3	18.9	22.9	29.4	16.1	20.9	26.0
	Discretionary spending	14.6	10.7	14.1	10.1	14.4	12.1	5.9	12.3	12.7	8.2
	Not sure	4.5	6.3	3.5	4.4	4.6	5.8	7.8	1.9	5.6	7.6

**Housing Value Impact  
Income, Married  
August 2008**

		Income						Married				Kids @ Home			
		Aug			Jul			Aug		Jul		Aug		Jul	
		<40k	40-75k	>75k	<40k	40-75k	>75k	Y	N	Y	N	Y	N	Y	N
Concern about your home decreasing in value?	Very	38.9	31.3	27.1	40.1	33.8	28.8	31.8	34.6	34.2	33.9	34.3	31.8	37.9	31.5
	Somewhat	22.1	27.2	27.9	21.6	25.5	24.8	25.5	23.9	26.0	21.2	23.6	26.0	21.1	26.3
	Not Very	20.0	29.1	32.4	19.1	28.4	33.3	29.4	21.1	28.5	22.2	27.0	26.1	27.2	25.7
	Not at all	8.0	8.9	11.4	9.7	8.5	10.0	9.3	9.2	8.1	11.3	9.3	9.2	8.5	9.7
	Not sure	11.0	3.5	1.4	9.5	3.7	3.1	3.9	11.2	3.3	11.3	5.8	6.9	5.3	6.8
Has concern caused you to reduce spending?	Yes	53.0	44.1	35.1	56.8	47.9	38.2	42.3	50.6	45.7	51.0	45.8	44.8	51.7	45.1
	No	32.6	46.0	57.4	29.6	43.0	54.3	47.9	34.9	43.5	37.2	45.2	42.1	38.7	43.0
	Not sure	14.4	9.9	7.5	13.6	9.1	7.5	9.8	14.5	10.7	11.7	8.9	13.1	9.6	11.9
In what areas would you first reduce spending?	Home Imp.	16.2	14.0	17.9	13.7	11.5	13.0	17.1	14.6	12.3	13.3	20.1	13.5	13.3	12.2
	Major Purch.	34.3	38.9	38.1	42.2	42.7	42.6	38.0	33.3	43.1	40.1	36.2	35.9	43.4	41.0
	Savings	8.9	8.6	5.4	10.6	9.8	8.4	6.9	9.7	9.8	11.2	6.5	9.1	11.2	9.7
	Household	24.5	22.5	17.1	19.7	19.1	17.1	20.6	23.8	18.9	19.5	21.5	22.1	18.4	19.5
	Discretionary	9.3	11.9	18.1	9.7	12.0	17.9	12.3	12.4	11.9	12.0	11.9	12.8	11.4	12.3
	Not sure	6.9	4.0	3.4	4.1	5.0	1.0	5.1	6.2	4.1	3.8	3.9	6.7	2.2	5.3

**Investment Asset Value Impact  
Gender, Age  
August 2008**

		Gender				Age					
		Aug		Jul		Aug			Jul		
		M	F	M	F	18-39	40-64	65+	18-39	40-64	65+
Own more than \$5000 worth of stocks, bonds, mutual funds, etc.?	Yes	54.9	45.6	55.3	46.1	42.7	57.7	53.8	40.8	61.6	54.3
	No	39.9	46.2	39.4	45.3	51.6	36.0	34.8	53.3	32.0	33.7
	Not sure	5.2	8.2	5.3	8.6	5.7	6.3	11.3	5.9	6.4	12.0
Concern about your assets decreasing in value?	Very	36.5	46.1	40.5	48.7	37.3	46.8	37.3	42.9	47.5	40.8
	Somewhat	30.1	33.4	27.5	32.5	30.6	30.4	37.5	25.4	31.1	37.3
	Not Very	26.6	16.4	25.1	14.5	25.6	17.9	20.8	24.5	16.7	17.6
	Not at all	6.2	3.7	6.7	3.7	5.9	4.6	3.5	7.3	4.1	3.5
	Not sure	0.6	0.5	0.2	0.6	0.6	0.3	0.9	0.0	0.6	0.9
Has concern caused you to reduce spending?	Yes	48.6	51.6	49.7	54.3	46.1	54.1	49.4	51.8	54.3	47.3
	No	42.8	37.6	42.8	33.9	45.8	36.4	36.6	39.3	36.6	39.7
	Not sure	8.5	10.7	7.5	11.7	8.1	9.4	14.0	8.9	9.2	12.9
In what areas would you first reduce spending?	Home Improvement	15.1	14.8	13.2	17.1	16.8	14.1	13.6	18.1	14.0	13.5
	Major purchases	38.3	40.4	41.2	40.0	39.0	40.2	38.7	45.7	38.0	36.5
	Savings	7.0	4.8	9.3	7.1	5.1	5.9	6.9	8.0	8.1	8.2
	Household spending	16.7	19.4	14.4	17.3	14.0	19.6	22.9	9.4	17.9	25.1
	Discretionary spending	19.6	16.4	19.1	15.8	22.0	17.1	11.5	16.3	19.3	13.2
	Not sure	3.3	4.0	2.8	2.8	3.1	3.1	6.5	2.6	2.7	3.5

**Investment Asset Value Impact  
Income, Married  
August 2008**

		Income						Married				Kids @ Home			
		Aug			Jul			Aug		Jul		Aug		Jul	
		<40k	40-75k	>75k	<40k	40-75k	>75k	Y	N	Y	N	Y	N	Y	N
Own more than \$5000 worth of stocks, bonds, mutual funds, etc.?	Yes	26.0	56.4	79.6	24.1	58.2	79.5	58.4	33.7	59.8	33.7	49.1	50.6	49.5	51.0
	No	67.0	38.6	16.5	68.9	36.0	17.0	34.9	59.2	33.5	58.5	45.4	41.8	45.5	40.6
	Not sure	6.9	5.0	3.9	7.0	5.8	3.5	6.7	7.0	6.6	7.8	5.5	7.6	5.0	8.4
Concern about your assets decreasing in value?	Very	51.0	44.4	35.4	56.7	44.7	40.6	38.9	48.9	43.0	49.3	38.6	43.0	42.5	45.7
	Somewhat	28.9	31.4	33.2	24.7	30.8	30.8	32.7	28.5	30.6	27.8	31.7	31.9	26.7	31.9
	Not Very	14.9	20.3	25.3	13.2	18.4	23.3	22.9	17.1	21.1	16.2	22.6	20.7	22.8	18.1
	Not at all	3.8	3.6	6.0	5.1	5.6	5.0	5.1	4.3	4.9	6.3	6.7	3.9	7.7	3.7
	Not sure	1.4	0.3	0.1	0.4	0.5	0.3	0.3	1.3	0.4	0.4	0.4	0.6	0.3	0.5
Has concern caused you to reduce spending?	Yes	62.8	50.9	43.7	67.1	52.4	46.3	47.6	58.1	51.5	54.2	47.2	52.0	53.6	51.4
	No	27.0	37.6	48.7	22.3	38.5	44.7	43.0	31.0	38.5	36.8	44.3	37.5	38.1	38.2
	Not sure	10.1	11.5	7.6	10.5	9.1	9.0	9.3	10.8	10.0	9.0	8.5	10.5	8.3	10.5
In what areas would you first reduce spending?	Home Imp.	17.4	13.1	14.4	18.7	12.6	15.4	16.1	12.2	15.3	15.6	18.5	13.0	19.7	12.9
	Major Purch.	34.3	40.1	42.5	39.4	38.2	45.3	40.5	37.1	41.2	38.4	38.7	40.1	45.4	37.8
	Savings	6.6	6.5	4.7	7.0	9.9	7.3	5.3	7.0	8.2	7.6	5.5	5.9	4.7	9.9
	Household	23.3	19.8	14.1	21.6	17.1	12.0	16.9	21.4	15.8	16.8	16.3	19.3	11.8	18.4
	Discretionary	13.0	16.8	22.8	8.9	19.4	18.7	18.6	15.9	16.7	18.7	18.8	17.4	16.4	17.7
	Not sure	5.3	3.8	1.6	4.5	2.8	1.3	2.6	6.4	2.8	2.9	2.2	4.2	2.1	3.2