Arkansas Consumer Confidence Report – July 2012
Sponsored by Delta Trust & Bank and Electric Cooperatives of Arkansas
Poll Conducted 7.12.11 by Talk Business & Hendrix College
570 Total Respondents
Margin of Error +/- 4.1%

Q1. How would you describe your personal financial situation? Are you better off financially, worse off, or about the same as you were six months ago?

13% Better
38% Worse
49% About the Same

Q2. Now looking ahead - do you think that six months from now your personal financial situation will be better off, worse off, or about the same?

15.5% Better
39% Worse
45.5% About the Same

Q3. As a consumer, do you think you will be spending more money or less money for goods and services in the next six months?

17.5% Spend more
42% Spend less
40.5% Spend about the same

Q3a. Why will you be spending more? ("Spend more" respondents only)

19% Anticipate having more income
63% Think items will cost more in 6 months
12% Know of major purchases or repairs expected to make
6% Other

Q3b. Why will you be spending less? ("Spend less" respondents only)

41% Plan to conserve money
2% Think items will cost less in 6 months
2% Recently made a major purchase or repair and expect to spend less in the future
46% Worried about the future
9% Other

Q4. How would you describe current job conditions where you live? Would you say that jobs are plentiful or hard to find?

10.5% Plentiful

71% Hard to Find
18.5% Don't Know

Q5. Six months from now, do you expect job conditions to get better, get worse, or stay about the same?

15% Get Better
45% Get Worse
40% Stay About the Same

Q6. In the last year, have you or someone you're close to – a family member, friend or neighbor – lost his or her job?

52% Yes
48% No

Q7. Turning to national business conditions as a whole — do you think that current business conditions in the United States are good, bad or normal?

4.5% Good
77% Bad
18.5% Normal

Q8. What about the state economy? Do you think that current business conditions in Arkansas are good, bad or normal?

13% Good
49% Bad
38% Normal

Notes on Raw Data:

Age:
4% Under the age of 30
12% Between the ages of 30 and 44
39% Between the ages of 45 and 64
45% 65 or older

Ethnicity:
7% African American
0.5% Asian American
85% Caucasian or White
2% Latino
5.5% Other

Household Income:

58% Less than $50,000
23% $50,000 - $75,000
9% $75,001 - $100,000
10% More than $100,000

Gender:
44% Male
56% Female