

**Arkansas Consumer Confidence Report - Q2 2011**  
**Sponsored by Delta Trust & Bank and Electric Cooperatives of Arkansas**  
**Poll Conducted 6.9.11 by Talk Business Research**  
**554 Arkansas Registered Voters**  
**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?

10% Better  
42% Worse  
48% 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?

13.5% Better  
42.5% Worse  
44% 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% Spending more  
50.5% Spending less  
32.5% About the Same

Q4. Why will you be spending more? (Question only asked to those who will spend more)

16.5% Anticipate having more income  
60.5% Items will cost more  
14.5% Expecting to make major purchase  
8.5% Another reason

Q5. Why will you be spending less? (Question only asked to those who will spend less)

57% Plan to conserve your money  
4% Items will cost less in 6 months  
9% Just made a major purchase or repair and expect to spend less in future  
30% Another reason

Q6. Gas prices are averaging about \$1 higher than this time last year. Are higher gas prices affecting your spending beyond fuel purchases?

69% Yes, higher gas prices have made me think about other areas of my spending  
21.5% No, higher gas prices have not substantially changed my spending habits  
9.5% Don't know

Q7. How would you describe current job conditions where you live? Would you say that jobs are plentiful or hard to find?

9% Plentiful  
76% Hard to Find  
15% Don't Know

Q8. Six months from now, do you expect job conditions to get better, get worse, or stay about the same?

13% Get Better  
45.5% Get Worse  
41.5% Stay About the Same

Q9. Turning to national business conditions as a whole — do you think that current business conditions in the United States are good, bad or normal?

3% Good  
80% Bad  
17% Normal

Q10. What about the state economy? Do you think that current business conditions in Arkansas are good, bad or normal?

9% Good  
51% Bad  
40% Normal

**Notes on Raw Data/Weighting:**

**Age (weighted according to 2010 statewide vote)**

8% Under the age of 30  
19% Between the ages of 30 and 44  
41% Between the ages of 45 and 64  
32% 65 or older

**Ethnicity**

7% African American  
1% Asian American  
87% Caucasian or White

2% Latino

3% Other

**Household Income**

65% Less than \$50,000

19% \$50,000 - \$75,000

9% \$75,001 - \$100,000

7% More than \$100,000

**Gender (weighted)**

45% Male

55% Female