



GREATER WASHINGTON
Board of Trade

GREATER WASHINGTON CONSUMER CONFIDENCE SURVEY

RESEARCH FINDINGS

- ▷ Consumer Confidence Survey
- ▷ Interview Dates: July 7-9, 2011
- ▷ Sample Size: 800 Adults in the Greater Washington D.C. Region

CONDUCTED BY



HOW IS THE CONSUMER CONFIDENCE INDEX CREATED?

DATA ON THIS PAGE PRESENTED AS AN INDEX

HOW IS THE CONSUMER CONFIDENCE INDEX CREATED?

- The **Consumer Confidence Index** is made up of the Index of Current Conditions and the Index of Future Expectations.
- The **Index of Current Conditions** is based on survey questions that probe perceptions on current economic conditions, current employment conditions and if it is a good time to buy major items.
- The **Index of Future Expectations** is based on survey questions that probe expectations for economic conditions, employment conditions and personal finance in the next 6 months.

The Greater Washington Region **Consumer Confidence Index** July 2011

Consumer Confidence Index: 52

Index of Current Conditions: 39

Index of Future Expectations: 64



PRESENTED BY
GREATER WASHINGTON
Board of Trade

CONDUCTED BY

C L  R U S
RESEARCH GROUP

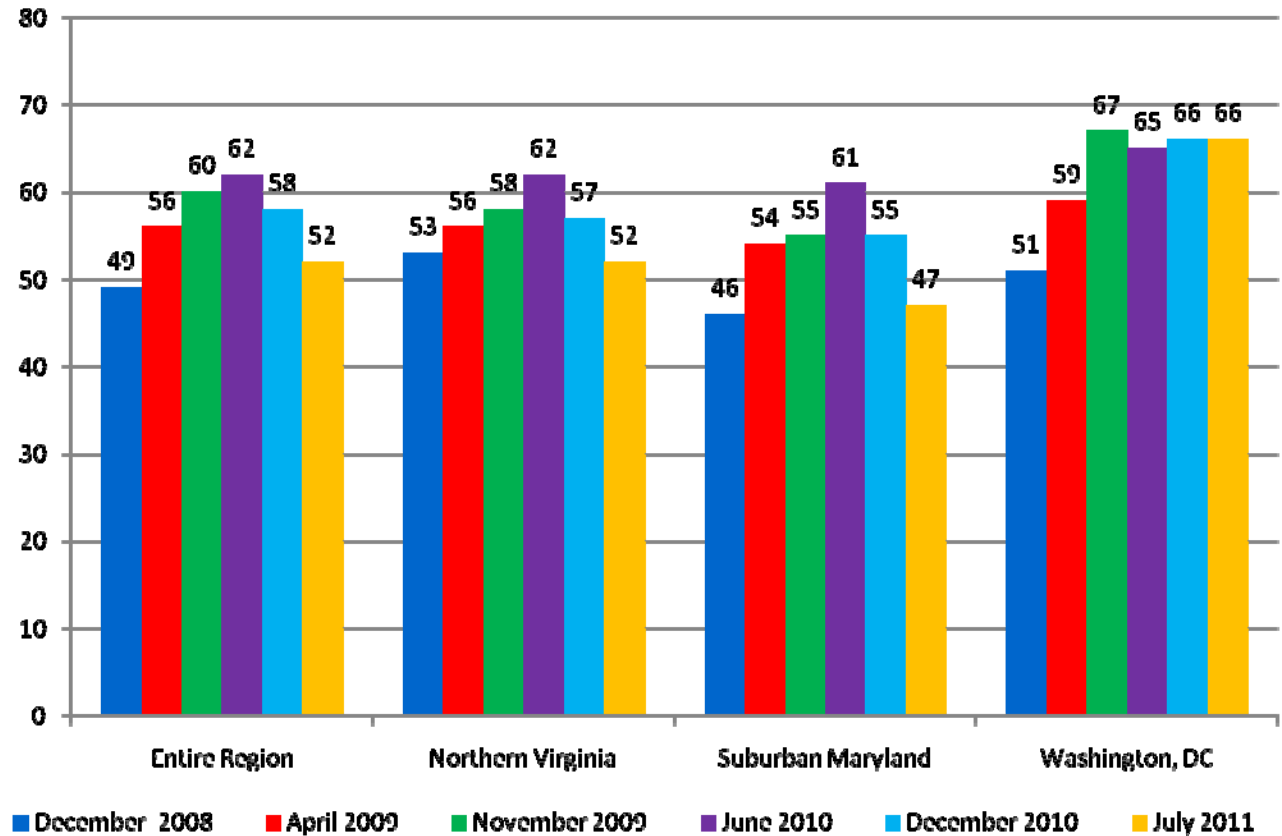
REGIONAL CONSUMER CONFIDENCE TRENDS OVER TIME

DATA ON THIS PAGE PRESENTED AS AN INDEX

FINDINGS

- The Greater Washington Region’s Consumer Confidence Index declined 6 points since December 2010, from 58 to 52.
- The Consumer Confidence Index in Northern Virginia declined 5 points, from 57 to 52.
- The Consumer Confidence Index in the Maryland counties declined 8 points, from 55 to 47.
- The Consumer Confidence Index in Washington, D.C. remained the same, at 66.

Consumer Confidence Index Trends Over Time



PRESENTED BY



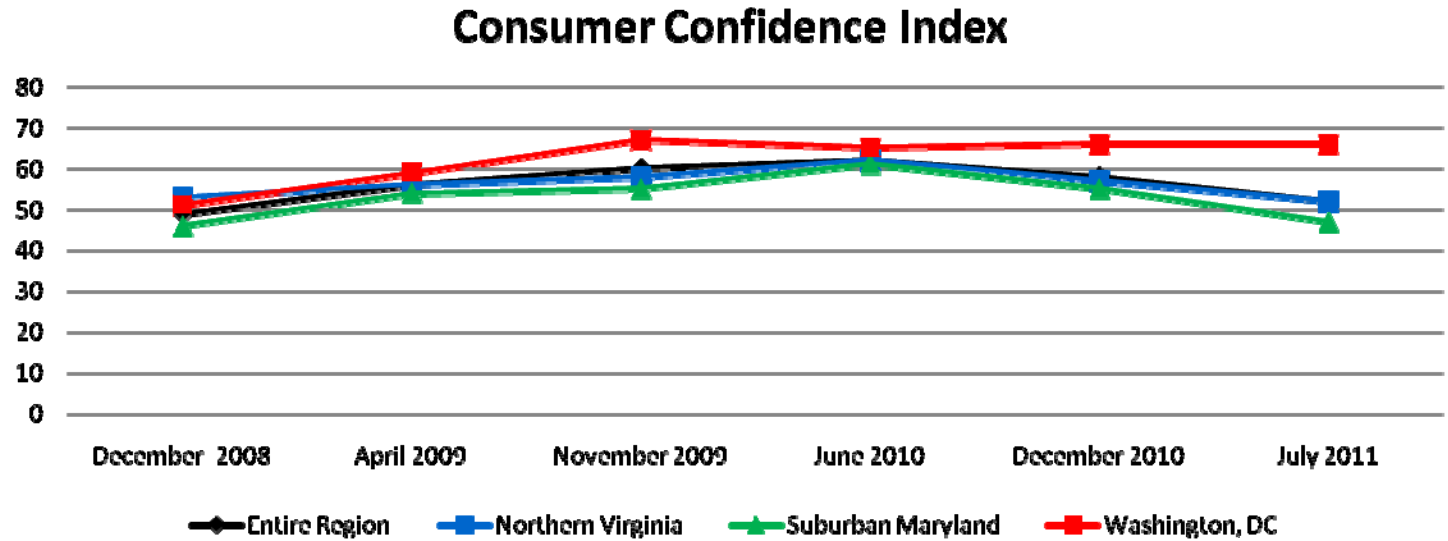
GREATER WASHINGTON
Board of Trade

CONDUCTED BY



CONSUMER CONFIDENCE INDEX: TREND LINES

DATA PRESENTED AS AN INDEX



Consumer Confidence Index:	Entire Region	Northern Virginia	Suburban Maryland	Washington DC
July 2011	52	52	47	66
December 2010	58	57	55	66
June 2010	62	62	61	65
November 2009	60	58	55	67
April 2009	56	56	54	59
December 2008	49	53	46	51

PRESENTED BY



CONDUCTED BY

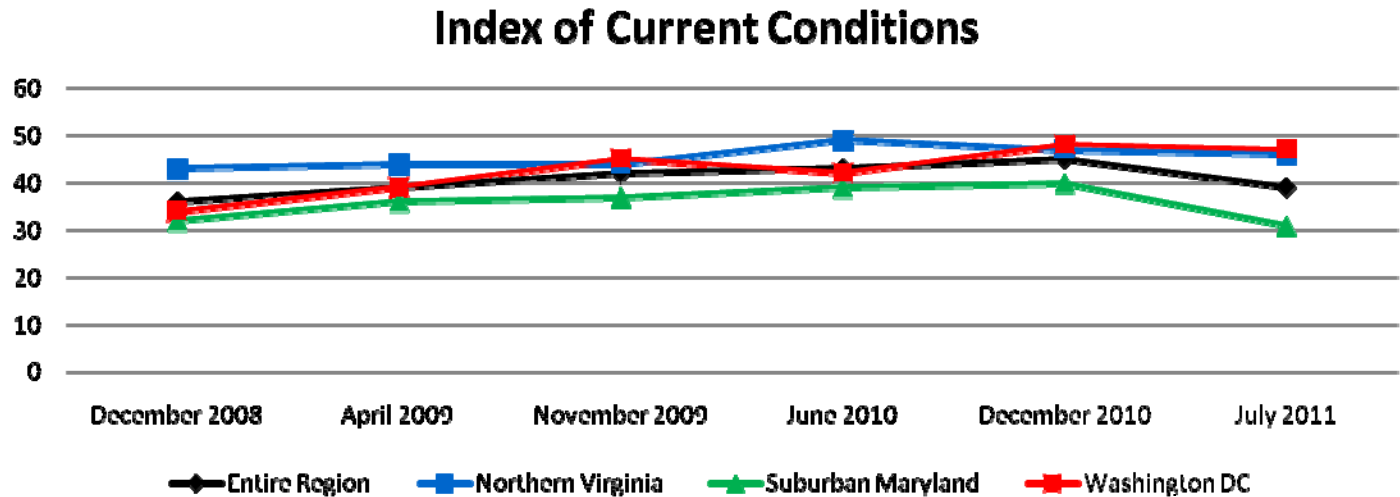


INDEX OF CURRENT CONDITIONS: TREND LINES

DATA PRESENTED AS AN INDEX

FINDINGS

- The region's Consumer Confidence Index of Current Conditions declined 6 points since December 2010, from 45 to 39. The biggest decline was found in the Maryland counties.
- The current conditions index fell 1 point in Northern Virginia, 9 points in Suburban Maryland and 1 point in Washington DC.
- The current conditions index is now only 3 points higher than it was in December 2008.



Index of Current Conditions:	Entire Region	Northern Virginia	Suburban Maryland	Washington DC
JULY 2011	39	46	31	47
December 2010	45	47	40	48
June 2010	43	49	39	42
November 2009	42	44	37	45
April 2009	39	44	36	39
December 2008	36	43	32	34

PRESENTED BY



GREATER WASHINGTON
Board of Trade

CONDUCTED BY

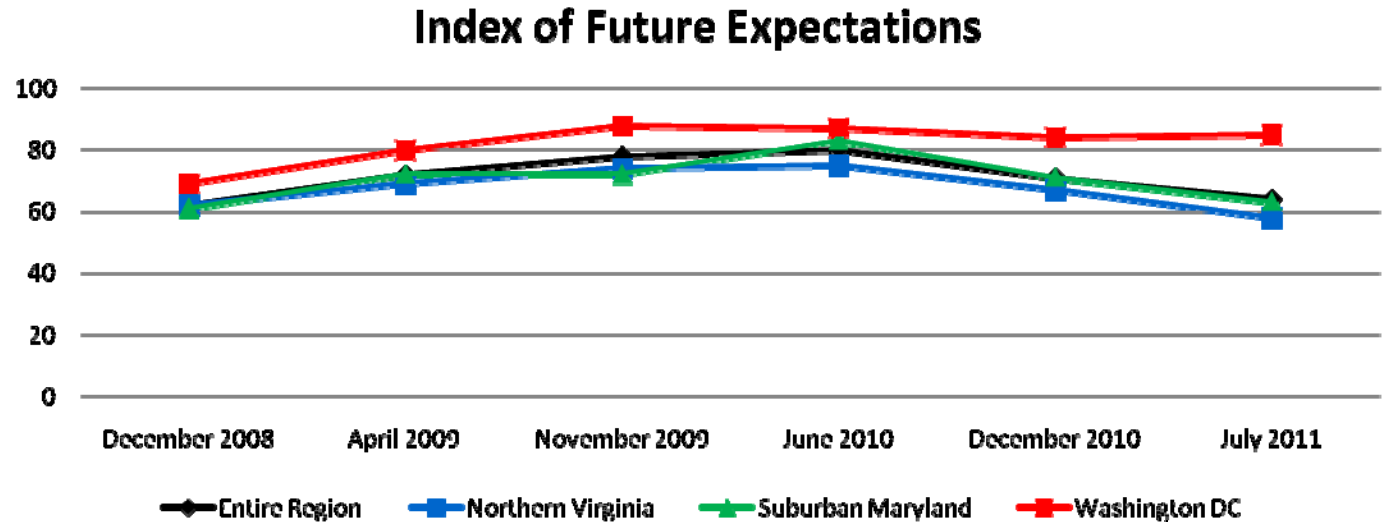


INDEX OF FUTURE EXPECTATIONS: TREND LINES

DATA PRESENTED AS AN INDEX

FINDINGS

- The region’s Consumer Confidence Index of Future Expectations declined 7 points since December 2010, from 71 to 64. The biggest decline was found in Northern Virginia.
- The future expectations index fell 9 points in Northern Virginia, 8 points in Suburban Maryland and went up 1 point in Washington DC.



Index of Future Expectations:	Entire Region	Northern Virginia	Suburban Maryland	Washington DC
JULY 2011	64	58	63	85
December 2010	71	67	71	84
June 2010	80	75	83	87
November 2009	78	74	72	88
April 2009	72	69	72	80
December 2008	62	62	61	69

PRESENTED BY



CONDUCTED BY

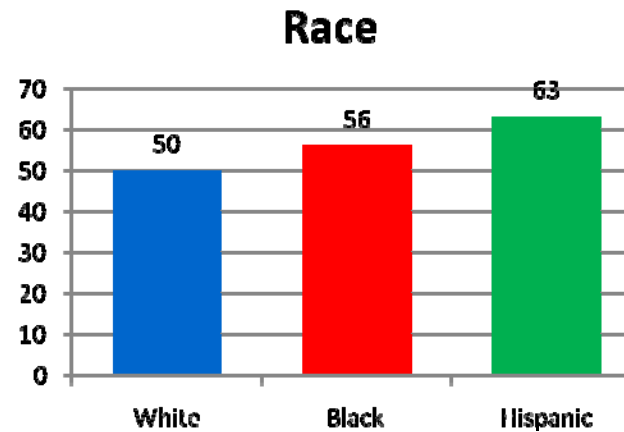
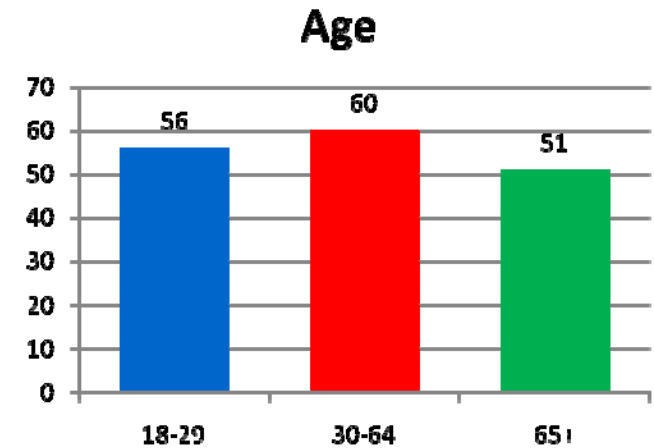
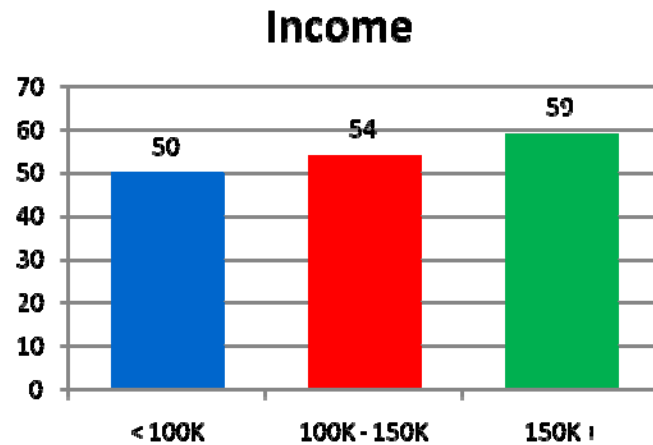


JULY 2011 CONSUMER CONFIDENCE INDEX DEMOGRAPHICS

DATA PRESENTED AS AN INDEX

FINDINGS

- The region's Consumer Confidence Index is related to income. The higher the income of consumers, the more confidence they have in the region's economy.
- Consumers over 65 years old have the lowest consumer confidence.
- Consumer confidence is lowest among whites and highest among Hispanics.



PRESENTED BY



GREATER WASHINGTON
Board of Trade

CONDUCTED BY

CLARUS
RESEARCH GROUP

COMPONENTS OF THE INDEX OF CURRENT CONDITIONS: JULY 2011 VS. DECEMBER 2010

DATA PRESENTED AS A PERCENTAGE OF SURVEY RESPONDENTS

FINDINGS

- There was little movement (2 points) in the percentage of consumers saying the region’s economy is “mostly good” between December 2010 and July 2011.
- There was no change in the region’s assessment of the jobs situation—it remains 63% negative.
- The biggest movement since December 2010 was found on the question related to whether or not now is a good time to buy major items—the negative percentage on this issue jumped from 37% to 50%.

The **Index of Current Conditions** is made up of survey questions related to the following issues:

Assessment of Economic Conditions Currently			Good Time to Buy Major Items			Current Employment Conditions		
POSITIVE		NEGATIVE	POSITIVE		NEGATIVE	POSITIVE		NEGATIVE
50%	JULY 2011	33%	33%	JULY 2011	50%	13%	JULY 2011	63%
48%	Dec. 2010	30%	45%	Dec. 2010	37%	13%	Dec. 2010	63%
2%	CHANGE	3%	12%	CHANGE	13%	0%	CHANGE	0%



PRESENTED BY
GREATER WASHINGTON
Board of Trade

CONDUCTED BY



COMPONENTS OF THE INDEX OF FUTURE EXPECTATIONS: JULY 2011 VS. DECEMBER 2010

DATA PRESENTED AS A PERCENTAGE OF SURVEY RESPONDENTS

FINDINGS

- The region’s consumers are much less hopeful about the future than they were last December. The July 2011 survey found a 14-point drop in positive expectations for the region’s overall economy during next six months.
- There was also a large 11-point drop in expectations for the region’s employment situation over the next six months.
- Consumer sentiment remained the same in terms of expectations for their personal finances.

The **Index of Future Conditions** is made up of the following:

Economic Conditions in next 6 months			Employment Conditions in next 6 months			Personal Finance in next 6 months		
POSITIVE		NEGATIVE	POSITIVE		NEGATIVE	POSITIVE		NEGATIVE
27%	JULY 2011	16%	28%	JULY 2011	18%	26%	JULY 2011	12%
41%	Dec. 2010	16%	39%	Dec. 2010	14%	26%	Dec. 2010	13%
14%	CHANGE	0%	11%	CHANGE	4%	0%	CHANGE	1%



CONSUMER ATTITUDES ON VEHICLE PURCHASE OR LEASE: JULY 2011 VS. DECEMBER 2010

DATA PRESENTED AS A PERCENTAGE OF SURVEY RESPONDENTS

In the next 6 months...

FINDINGS

- 9% of consumers said they expect to buy or lease a vehicle in the next six months, that's down 1 point from December 2010.

FINDINGS		
Buy or Lease a Vehicle (Car, Van, Small Truck)		
YES		NO
9%	JULY 2011	87%
10%	Dec. 2010	85%
1%	CHANGE	2%



PRESENTED BY
GREATER WASHINGTON
Board of Trade

CONDUCTED BY



VACATION EXPECTATIONS

DATA PRESENTED AS A PERCENTAGE OF SURVEY RESPONDENTS

FINDINGS

•By more than a two to one margin (28% to 13%), the region’s consumers expect to spend less on vacations this year compared to last year. However, a majority of consumers (54%) expect to spend about the same.

Thinking about the amount of money you and your family spend on vacations that involve travel and staying away from home... Do you expect to spend

More 13%

Less 28%

About the same 54%

Not taking a vacation 5%



PRESENTED BY
GREATER WASHINGTON
Board of Trade

CONDUCTED BY



PERCEPTIONS OF NATIONAL ECONOMIC CONDITIONS

DATA PRESENTED AS A PERCENTAGE OF SURVEY RESPONDENTS

FINDINGS

- The region's consumers are not only more negative on the LOCAL regional economy than they were last December, they are also more negative about the NATIONAL economy. Negative sentiment about the national economy increased 6 points.

Perceptions of National Economic Conditions		
POSITIVE		NEGATIVE
17%	JULY 2011	69%
18%	Dec. 2010	63%
1%	CHANGE	6%



GREATER WASHINGTON CONSUMER CONFIDENCE SURVEY

JULY 2011

The sample for this survey (N= 800) included adults from the Greater Washington region, including:

- **Washington, DC**
- **Maryland Counties**
 - Anne Arundel County
 - Calvert County
 - Charles County
 - Frederick County
 - Howard County
 - Montgomery County
 - Prince George's County
 - St. Mary's County
- **Virginia Counties**
 - Arlington County
 - Fairfax County
 - Fauquier County
 - Loudoun County
 - Prince William County
 - Spotsylvania County
 - Stafford County
 - Alexandria, Falls Church, Fairfax



PRESENTED BY
GREATER WASHINGTON
Board of Trade

CONDUCTED BY



GREATER WASHINGTON CONSUMER CONFIDENCE SURVEY

JULY 2011

Presented by Greater Washington Board of Trade

The Greater Washington Board of Trade is the Greater Washington region's premier business network and the only local business association representing all industry sectors. Founded in 1889, the Board of Trade enjoys a long history of helping its members' businesses grow by providing content-rich programs, connecting business leaders and marketing Greater Washington's economic opportunities. As Greater Washington's regional business organization, the Board of Trade addresses business concerns that stretch across geographic boundaries, such as transportation, emergency preparedness, green as a competitive advantage and workforce issues. Website: www.BoardofTrade.org

Conducted by Clarus Research Group

Clarus Research Group is a full-service and nonpartisan survey research firm based in Washington, D.C. Clarus provides a full range of polling and market research services to corporate, association, nonprofit and public affairs clients. Clarus conducts public opinion surveys, focus groups, branding and message studies and media research. It is headed by Dr. Ron Faucheux, who also teaches at the Public Policy Institute at Georgetown University. Website: www.ClarusRG.com

