

# Ask Alabama Poll Results

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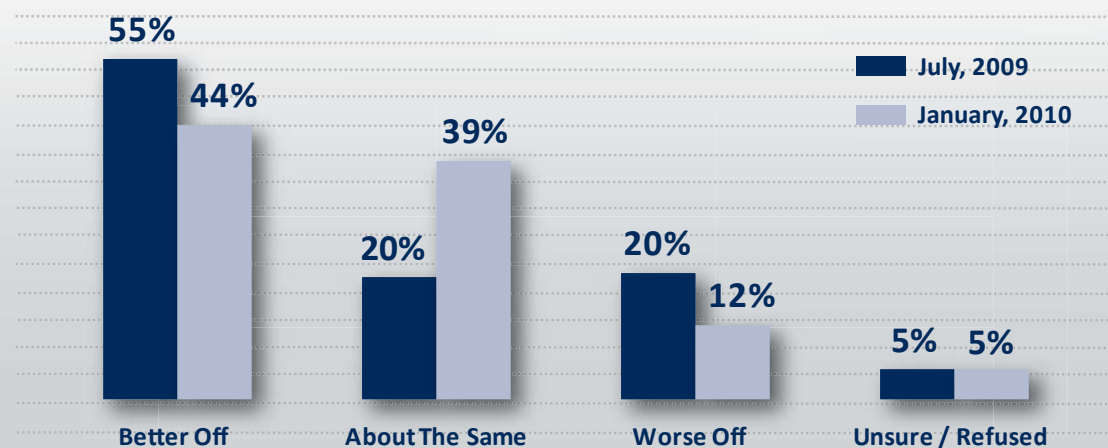
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## Only 44% of Alabama adults expect the economy to improve.

### Question

Looking ahead, do you expect that at this time next year you will be financially better off than now, or worse off than now?

#### CONSUMER CONFIDENCE



### MORE RESULTS

#### 46% of Alabama residents say they are struggling to make ends meet.

Which of the following best describes the present overall financial situation of your family and household today?

	July	January
DOING BETTER THAN EVER	5%	3%
LIVING COMFORTABLY	52%	50%
STRUGGLING TO MAKE ENDS MEET	42%	46%
UNSURE / REFUSED	1%	2%

Due to rounding, some charts may not sum to 100%.

#### 26% of the state's residents are wholly negative about the economy.

Index of Alabama Consumer Sentiment

*This index combines consumer perceptions of their current economic situation and their expectations for the futures.*

	July	January
POSITIVE	47%	47%
NEGATIVE	26%	26%
MIXED	27%	27%

$$\text{POSITIVE} = [ B_1 + (B_2 \text{ or } S_2) ] \text{ or } [ C_1 + (B_2 \text{ or } S_2) ]$$

$$\text{NEGATIVE} = [ S_1 + (S_2 \text{ or } W_1) ] \text{ or } [ C_1 + W_1 ]$$

MIXED = all other

#### Present Financial Situation

Better Than Ever =  $B_1$   
 Living Comfortably =  $C_1$   
 Struggling to Make Ends Meet =  $S_1$

#### Future Expectation

Better Off =  $B_2$   
 About the Same =  $S_2$   
 Worse Off =  $W_1$

#### 51% of consumers spent less on holiday gifts than they spent a year earlier.

Compared to last Christmas holiday shopping season, did you spend more this year on Christmas and holiday gifts?

MORE	13%
SAME AMOUNT	35%
LESS	51%
UNSURE / REFUSED	1%

The Ask Alabama survey results are based on telephone interviews conducted with a stratified random sample of 614 adult householders in Alabama from January 4 to January 14, 2009. The sample was chosen so as to ensure that each region of the state was represented in proportion to its population. The sample's geographic, gender, race, and age distributions were weighted to be proportionate to the United States Census Bureau's data for Alabama's adult (18+ years of age) householders. The survey has a margin of error of  $\pm 4$  percentage points.