**COUNTRY Financial - November 2009 National Survey of 3,000 Adults**

| | | Total | Gender | | Age | | | | | Race | | | | Income | | | | | | Married | | Kids at Home | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Adults | Male | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hispanic | Other | Under $20K | $20K-$40K | $40K-$60K | $60K-$75K | $75K-$100K | $100K+ | Yes | No | Yes | No |
| How would you rate the way your family has been coping with the effects of the economic downturn? | Excellent | 14.1% | 15.7% | 12.8% | 14.2% | 18.4% | 12.5% | 9.9% | 13.3% | 14.7% | 9.4% | 5.5% | 18.8% | 11.0% | 10.2% | 10.2% | 12.7% | 20.8% | 27.3% | 15.5% | 12.1% | 19.2% | 11.1% |
| | Good | 34.3% | 32.6% | 35.8% | 32.0% | 34.2% | 34.0% | 35.9% | 34.6% | 36.0% | 28.4% | 33.2% | 26.9% | 11.8% | 27.6% | 36.9% | 42.4% | 46.5% | 46.7% | 37.8% | 25.6% | 35.5% | 33.6% |
| | Fair | 38.1% | 39.1% | 37.3% | 36.5% | 36.8% | 34.1% | 40.1% | 41.5% | 37.7% | 39.7% | 41.6% | 38.1% | 40.0% | 51.7% | 41.6% | 36.3% | 29.5% | 24.0% | 37.8% | 41.0% | 32.2% | 41.6% |
| | Poor | 11.5% | 10.3% | 12.4% | 15.5% | 8.1% | 16.7% | 12.9% | 9.1% | 10.4% | 17.4% | 17.6% | 10.7% | 33.5% | 10.1% | 9.7% | 8.4% | 3.0% | 1.4% | 8.0% | 17.5% | 11.0% | 11.7% |
| | Not sure | 2.0% | 2.2% | 1.7% | 1.9% | 2.6% | 2.7% | 1.1% | 1.6% | 1.1% | 5.1% | 2.1% | 5.6% | 3.6% | 0.5% | 1.6% | 0.3% | 0.2% | 0.5% | 0.8% | 3.8% | 2.0% | 2.0% |

| | | Total | Gender | | Age | | | | | Race | | | | Income | | | | | | Married | | Kids at Home | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Adults | Male | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hispanic | Other | Under $20K | $20K-$40K | $40K-$60K | $60K-$75K | $75K-$100K | $100K+ | Yes | No | Yes | No |
| Thinking of the ways that you may have coped with the recession, what overall financial strategy would you most like to adopt permanently when the economy recovers? | Control spending for non-essentials | 21.2% | 20.4% | 21.9% | 24.2% | 20.9% | 21.6% | 19.8% | 21.1% | 21.4% | 19.8% | 23.3% | 20.0% | 19.3% | 24.8% | 20.7% | 21.6% | 15.4% | 26.8% | 21.5% | 21.2% | 21.5% | 21.0% |
| | Rely less on credit and debt | 24.9% | 24.8% | 25.0% | 26.7% | 22.6% | 27.1% | 28.3% | 20.8% | 26.3% | 24.6% | 24.0% | 13.1% | 18.9% | 27.3% | 29.1% | 23.8% | 27.4% | 28.6% | 26.3% | 21.7% | 25.3% | 24.6% |
| | Develop and stick to financial plans | 14.9% | 16.7% | 13.4% | 10.2% | 14.2% | 13.7% | 15.7% | 20.3% | 15.8% | 15.0% | 2.8% | 12.8% | 9.7% | 18.7% | 14.0% | 16.9% | 18.6% | 13.2% | 16.3% | 13.5% | 13.7% | 15.7% |
| | Save and invest more | 17.5% | 17.5% | 17.4% | 14.0% | 23.8% | 18.7% | 15.4% | 10.6% | 16.4% | 19.4% | 29.2% | 19.5% | 11.0% | 10.6% | 19.5% | 23.0% | 29.4% | 21.7% | 19.2% | 16.3% | 21.6% | 15.0% |
| | Some other strategy | 9.0% | 9.6% | 8.4% | 10.7% | 9.4% | 6.9% | 8.6% | 8.3% | 9.0% | 3.9% | 12.4% | 12.9% | 16.2% | 8.3% | 8.8% | 8.3% | 6.1% | 4.7% | 8.2% | 10.5% | 9.5% | 8.6% |
| | Not sure | 12.6% | 11.0% | 13.9% | 14.2% | 9.2% | 12.0% | 12.2% | 18.9% | 11.1% | 17.3% | 8.3% | 21.7% | 25.0% | 10.3% | 7.8% | 6.4% | 3.1% | 5.0% | 8.6% | 16.9% | 8.4% | 15.1% |

| | | Total | Gender | | Age | | | | | Race | | | | Income | | | | | | Married | | Kids at Home | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Adults | Male | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hispanic | Other | Under $20K | $20K-$40K | $40K-$60K | $60K-$75K | $75K-$100K | $100K+ | Yes | No | Yes | No |
| Have you had to find additional sources of monthly income during the recession to help pay the bills? | Yes | 27.9% | 27.7% | 28.1% | 34.6% | 28.3% | 34.5% | 28.6% | 15.3% | 25.6% | 35.5% | 25.8% | 40.5% | 38.5% | 31.3% | 35.8% | 21.5% | 14.7% | 17.8% | 27.1% | 29.5% | 32.5% | 25.1% |
| | No | 62.0% | 62.6% | 61.4% | 51.9% | 60.6% | 59.1% | 64.1% | 72.6% | 66.9% | 41.9% | 56.6% | 44.8% | 36.5% | 60.1% | 60.1% | 72.7% | 80.7% | 78.1% | 66.9% | 53.6% | 59.9% | 63.2% |
| | Not sure | 10.1% | 9.7% | 10.5% | 13.6% | 11.0% | 6.4% | 7.2% | 12.0% | 7.6% | 22.6% | 17.6% | 14.8% | 25.0% | 8.6% | 4.1% | 5.7% | 4.7% | 4.1% | 6.0% | 16.8% | 7.6% | 11.7% |

| Answered only by those who had to find additional sources of income - 837 Adults | | Total | Gender | | Age | | | | | Race | | | | Income | | | | | | Married | | Kids at Home | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Adults | Male | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hispanic | Other | Under $20K | $20K-$40K | $40K-$60K | $60K-$75K | $75K-$100K | $100K+ | Yes | No | Yes | No |
| What has been the primary source of your extra income? | Primary wage earner took on a second job | 29.5% | 33.1% | 26.4% | 37.9% | 35.4% | 24.7% | 21.7% | 19.0% | 24.9% | 39.5% | 12.1% | 50.1% | 23.9% | 31.9% | 28.4% | 20.5% | 40.6% | 32.4% | 25.1% | 31.7% | 36.8% | 23.8% |
| | Spouse went back to work | 14.1% | 13.5% | 14.6% | 9.2% | 20.0% | 12.4% | 11.2% | 13.3% | 17.2% | 11.6% | 1.6% | 2.7% | 4.3% | 21.2% | 18.3% | 7.4% | 11.6% | 20.7% | 19.4% | 7.3% | 17.8% | 11.2% |
| | Kids took on jobs | 4.9% | 6.5% | 3.6% | 12.2% | 1.9% | 6.9% | 3.7% | 2.1% | 4.3% | 13.3% | 0.0% | 1.2% | 2.7% | 9.0% | 4.5% | 5.4% | 1.3% | 1.1% | 3.1% | 8.4% | 3.7% | 5.9% |
| | Tapped into savings accounts | 13.6% | 7.4% | 18.9% | 2.7% | 11.1% | 15.0% | 21.4% | 20.7% | 14.2% | 11.3% | 34.3% | 6.7% | 9.0% | 10.2% | 18.2% | 49.5% | 13.2% | 7.1% | 17.6% | 8.7% | 8.4% | 17.6% |
| | Sold stocks, bonds or other assets | 4.9% | 5.4% | 4.5% | 0.0% | 0.0% | 7.6% | 11.3% | 10.5% | 6.2% | 0.0% | 4.0% | 3.1% | 2.8% | 3.8% | 5.8% | 3.8% | 16.4% | 4.1% | 4.8% | 5.1% | 2.9% | 6.4% |
| | Borrowed money | 8.9% | 7.9% | 9.7% | 8.7% | 5.3% | 16.6% | 10.0% | 9.1% | 10.5% | 6.0% | 13.3% | 1.2% | 17.3% | 6.5% | 8.4% | 3.6% | 6.3% | 8.6% | 7.4% | 11.9% | 7.8% | 9.7% |
| | Some other source | 21.8% | 23.8% | 20.0% | 29.2% | 26.4% | 13.6% | 16.3% | 15.8% | 20.5% | 14.3% | 34.8% | 32.8% | 36.1% | 15.2% | 15.7% | 9.8% | 6.9% | 25.5% | 20.1% | 24.9% | 21.5% | 22.0% |
| | Not sure | 2.4% | 2.5% | 2.3% | 0.0% | 0.0% | 3.3% | 4.3% | 9.7% | 2.3% | 4.0% | 0.0% | 2.2% | 3.8% | 2.3% | 0.7% | 0.0% | 3.6% | 0.5% | 2.4% | 2.1% | 1.1% | 3.4% |

| | | Total | Gender | | Age | | | | | Race | | | | Income | | | | | | Married | | Kids at Home | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Adults | Male | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hispanic | Other | Under $20K | $20K-$40K | $40K-$60K | $60K-$75K | $75K-$100K | $100K+ | Yes | No | Yes | No |
| Has the recession had an adverse impact on your finances? | Yes | 60.5% | 62.6% | 58.7% | 58.2% | 54.4% | 68.1% | 70.3% | 54.3% | 60.9% | 65.0% | 78.9% | 43.1% | 67.5% | 65.9% | 58.1% | 64.5% | 52.8% | 51.9% | 61.2% | 59.4% | 57.5% | 62.3% |
| | No | 30.5% | 30.6% | 30.4% | 33.9% | 35.1% | 25.0% | 22.4% | 34.7% | 30.7% | 21.5% | 17.8% | 45.7% | 20.4% | 24.3% | 33.5% | 30.7% | 42.6% | 43.3% | 31.9% | 28.7% | 33.2% | 28.9% |
| | Not sure | 9.0% | 6.7% | 10.9% | 7.9% | 10.5% | 6.9% | 7.3% | 11.0% | 8.4% | 13.5% | 3.3% | 11.2% | 12.1% | 9.8% | 8.4% | 4.7% | 4.7% | 4.8% | 6.9% | 11.8% | 9.3% | 8.8% |

| Answered Only By Those Who Said Recession Had Adverse Effect - 1815 Adults | | Total | Gender | | Age | | | | | Race | | | | Income | | | | | | Married | | Kids at Home | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Adults | Male | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hispanic | Other | Under $20K | $20K-$40K | $40K-$60K | $60K-$75K | $75K-$100K | $100K+ | Yes | No | Yes | No |
| How long do you think it will take for your financial situation to recover from the impact of the recession? | At least 6 months | 13.8% | 15.7% | 12.1% | 32.3% | 15.5% | 10.2% | 7.5% | 7.4% | 11.5% | 15.7% | 14.4% | 39.0% | 6.5% | 11.3% | 17.2% | 12.0% | 14.2% | 22.8% | 15.2% | 11.7% | 17.5% | 11.8% |
| | One year | 21.4% | 20.3% | 22.4% | 19.6% | 26.6% | 21.7% | 18.4% | 18.6% | 19.1% | 33.6% | 40.3% | 12.0% | 13.9% | 26.7% | 23.2% | 15.7% | 27.6% | 20.3% | 20.3% | 23.8% | 24.6% | 19.6% |
| | Two to three years | 30.8% | 32.4% | 29.3% | 26.2% | 25.6% | 32.6% | 35.6% | 34.7% | 35.3% | 16.8% | 17.3% | 10.7% | 30.2% | 35.1% | 27.3% | 36.8% | 30.9% | 33.3% | 33.2% | 26.7% | 27.7% | 32.5% |
| | Five years | 12.9% | 14.2% | 11.8% | 8.4% | 12.8% | 12.9% | 14.7% | 14.1% | 14.7% | 4.7% | 11.0% | 7.2% | 12.3% | 8.4% | 14.0% | 21.3% | 15.7% | 16.3% | 14.5% | 11.2% | 13.8% | 12.4% |
| | More than 5 years | 8.6% | 6.4% | 10.6% | 5.0% | 6.1% | 11.5% | 11.6% | 9.0% | 7.8% | 8.8% | 12.3% | 15.4% | 16.6% | 6.1% | 11.2% | 3.9% | 7.7% | 4.5% | 8.0% | 9.9% | 7.2% | 9.4% |
| | Never | 4.3% | 3.9% | 4.6% | 5.0% | 0.0% | 6.4% | 6.5% | 6.2% | 3.8% | 5.6% | 4.8% | 8.2% | 11.3% | 3.8% | 1.6% | 3.1% | 2.8% | 1.7% | 3.0% | 6.4% | 2.0% | 5.6% |
| | Not sure | 8.2% | 7.1% | 9.2% | 3.6% | 13.4% | 4.9% | 5.8% | 9.9% | 7.8% | 14.8% | 0.0% | 7.5% | 9.2% | 8.6% | 5.5% | 7.2% | 1.1% | 1.0% | 5.8% | 10.4% | 7.2% | 8.7% |