

4Q13	ALB	BIN	BUF	LI	MDH	NYC	ROC	SYR	UTC	NYS
OVERALL										
Car/Truck										
Yes	12.8	6.5	14.5	13.6	12.9	11.9	12.0	13.7	10.7	12.9
No	85.1	91.0	84.4	85.1	86.4	86.4	86.5	85.4	88.1	85.4
Not Sure	2.1	2.5	1.2	1.4	.7	1.6	1.4	1.0	1.2	1.7
Consumer Electronics¹										
Yes	35.1	23.9	28.4	36.6	33.0	40.0	27.4	30.0	27.7	36.2
No	63.0	73.1	70.4	61.4	65.8	56.4	70.7	67.3	71.5	61.0
Not Sure	1.9	3.0	1.2	2.1	1.2	3.6	1.9	2.7	.7	2.9
<small>¹In order to more accurately measure consumers' intent to purchase the entire family of goods including not only computers but also cell phones, television and tablets, in July 2013 SRI changed the wording of this one buying plan from "computers" to "consumer electronics like personal computers, cellphones, televisions and tablets". While this move sacrifices the trend lines associated with computers only, the long-term benefit of polling on consumer electronics justifies the change.</small>										
Furniture										
Yes	15.6	12.9	18.2	22.1	18.4	23.9	15.6	14.6	14.1	20.6
No	82.8	84.3	80.6	76.3	80.8	72.5	82.5	83.2	84.7	76.7
Not Sure	1.6	2.7	1.2	1.6	.7	3.5	1.9	2.2	1.2	2.7
Home										
Yes	4.7	3.0	3.1	2.3	3.6	6.7	4.6	3.7	4.6	4.4
No	94.2	96.5	96.2	97.2	95.6	92.1	95.0	95.4	95.4	94.6
Not Sure	1.2	.5	.7	.5	.7	1.3	.5	1.0	.0	1.0
Major Home Improvement										
Yes	17.7	14.2	15.6	17.0	13.8	14.7	14.4	16.1	17.5	15.0
No	81.4	84.3	82.7	82.1	84.7	82.7	83.9	82.7	80.3	82.9
Not Sure	.9	1.5	1.7	.9	1.5	2.6	1.7	1.2	2.2	2.1