

3Q13	ALB	BIN	BUF	LI	MDH	NYC	ROC	SYR	UTC	NYS
<b>OVERALL</b>										
<b>Car/Truck</b>										
Yes	12.4	9.0	12.0	15.2	12.9	12.6	11.4	9.5	9.0	13.6
No	85.2	89.3	86.1	82.4	85.9	85.9	86.4	87.6	88.9	84.6
Not Sure	2.4	1.7	2.0	2.4	1.2	1.5	2.2	2.9	2.1	1.7
<b>Consumer Electronics<sup>1</sup></b>										
Yes	29.6	24.6	24.9	34.9	27.1	40.9	26.0	25.1	23.8	35.4
No	68.7	71.7	73.4	61.0	70.2	56.3	71.3	71.0	74.3	62.1
Not Sure	1.7	3.7	1.7	4.1	2.7	2.8	2.7	3.9	1.9	2.6
<small><sup>1</sup>In 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>										
<b>Furniture</b>										
Yes	19.6	12.0	17.8	22.4	17.8	24.4	10.9	15.4	14.2	21.0
No	78.7	85.9	80.5	75.4	79.8	71.9	87.8	81.2	84.2	76.3
Not Sure	1.7	2.2	1.7	2.2	2.4	3.7	1.2	3.4	1.7	2.8
<b>Home</b>										
Yes	2.4	4.1	2.4	4.3	3.2	5.6	2.9	2.7	3.1	4.8
No	97.1	95.4	96.6	94.7	95.9	92.9	96.1	95.6	96.9	94.0
Not Sure	.5	.5	1.0	1.0	1.0	1.5	1.0	1.7	.0	1.2
<b>Major Home Improvement</b>										
Yes	20.3	14.9	18.3	17.6	18.0	15.7	14.1	17.8	14.9	17.0
No	78.0	81.7	80.5	81.2	79.5	81.5	84.2	78.5	82.1	81.1
Not Sure	1.7	3.4	1.2	1.2	2.4	2.8	1.7	3.7	3.1	1.9