

## Surveys of Consumers\* (SCA) – Purposes

- Attitudes about financial matters predict later behaviors
- Measurement of attitudes toward personal and national economic attributes
- Measurement of savings, borrowing, purchase intentions
- Measurement of net change over time

\*Formerly known as Survey of Consumer Attitudes

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## SCA – Key Design Features

- Target population
  - Adult household members
  - Contiguous U.S.
- List-assisted random digit dialed sample of telephone households
  - ~500 adults/month
- Two-wave rotating panel survey
- Interviewer-administered with CATI

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# SCA - Questionnaire

A2. We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?

1. BETTER NOW

3. SAME

5. WORSE

8. DON'T KNOW

A2a. Why do you say so? (Are there any other reasons?) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

A3. Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?

1. WILL BE  
BETTER OFF

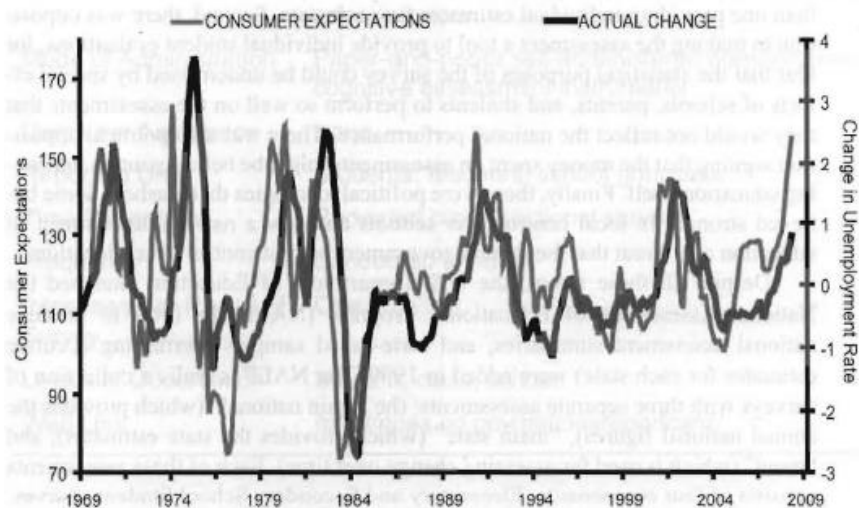
3. SAME

5. WILL BE  
WORSE OFF

8. DON'T KNOW

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## SCA – Unemployment Expectations & Change in U.S. Unemployment Rate, 1969-2009



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# SCA – Design Issues

Predictive value as leading economic indicator

Increases in nonresponse rate over time

How to handle increasing number of cell phone-only *HHs*