**November 2020 Virginia Consumer Sentiment and Inflation Expectations Survey**

*Institute for Policy and Opinion Research*

**FREQUENCIES**

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?

|  | % | Cumulative |
|---|---|---|
| **Better off** | 0.3 | 0.3 |
| **Same** | 0.5 | 0.8 |
| **Worse off** | 0.2 | 1.0 |

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

|  | % | Cumulative |
|---|---|---|
| **Better off** | 0.4 | 0.4 |
| **Same** | 0.4 | 0.9 |
| **Worse off** | 0.1 | 1.0 |

Now, turning to business conditions in the country as a whole, would you say at the present time that business conditions are better off, worse off, or just about the same as they were a year ago?

|  | % | Cumulative |
|---|---|---|
| **Better off** | 0.1 | 0.1 |
| **Same** | 0.1 | 0.2 |
| **Worse off** | 0.8 | 1.0 |

Questions and comments should be directed to Dr. Alice Louise Kassens, Professor of Economics, Roanoke College and Senior Analyst, IPOR kassens@roanoke.edu. All frequencies are weighted. Weighted values are used in the associated release.

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Looking ahead, which would you say is more likely--that the country as a whole will have continuous good times during the next five years or that we will have periods of widespread unemployment or depression or what?

|  | % | Cumulative |
|---|---|---|
| Good times | 0.4 | 0.4 |
| Same | 0.2 | 0.6 |
| Bad times | 0.4 | 1.0 |

About big things people buy for their homes - such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?

|  | % | Cumulative |
|---|---|---|
| Good time to buy | 0.4 | 0.4 |
| Uncertain; depends | 0.2 | 0.6 |
| Bad time to buy | 0.4 | 1.0 |

During the next year, do you think that prices in general will go down, stay where they are now, or go up?

|  | % | Cumulative |
|---|---|---|
| Go up | 0.6 | 0.6 |
| Stay where they are now | 0.3 | 0.9 |
| Go down | 0.1 | 1.0 |

What about the outlook for prices over the next five to ten years? Do you think prices will be higher, about the same, or lower five to ten years from now?

|  | % | Cumulative |
|---|---|---|
| Go higher | 0.8 | 0.8 |
| About the same | 0.2 | 0.9 |
| Lower | 0.1 | 1.0 |

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Frequencies

### Region of residence

|  | % | Cumulative |
|---|---|---|
| **Southwest** | 0.11 | 0.11 |
| **Southside** | 0.09 | 0.20 |
| **Shenandoah Valley** | 0.06 | 0.26 |
| **Central Virginia** | 0.20 | 0.46 |
| **Northern Virginia** | 0.30 | 0.75 |
| **Tidewater** | 0.25 | 1.00 |

### Marital status

|  | % | Cumulative |
|---|---|---|
| **Married** | 0.48 | 0.48 |
| **Living with partner** | 0.07 | 0.56 |
| **Divorced** | 0.10 | 0.65 |
| **Separated** | 0.01 | 0.67 |
| **Widowed** | 0.06 | 0.73 |
| **Never married** | 0.27 | 1.00 |

### Educational status

|  | % | Cumulative |
|---|---|---|
| **Less than HS** | 0.05 | 0.05 |
| **High school** | 0.15 | 0.20 |
| **Some college/tech school** | 0.22 | 0.42 |
| **Associate's degree** | 0.09 | 0.51 |
| **Bachelor's degree** | 0.29 | 0.80 |
| **Advanced degree** | 0.20 | 1.00 |

### Gender

|  | % | Cumulative |
|---|---|---|
| **Female** | 0.50 | 0.50 |
| **Male** | 0.50 | 1.00 |

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Race/ethnicity

|  | % | Cumulative |
|---|---|---|
| **Non-Hispanic white** | 0.67 | 0.67 |
| **Non-Hispanic black** | 0.19 | 0.86 |
| **Latino** | 0.04 | 0.90 |
| **Other/mixed race** | 0.10 | 1.00 |

Political party

|  | % | Cumulative |
|---|---|---|
| **Democrat** | 0.35 | 0.35 |
| **Republican** | 0.31 | 0.67 |
| **Independent** | 0.18 | 0.85 |
| **Other** | 0.15 | 1.00 |