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## Four in Five Americans Made Cuts to Personal Spending Due to Economy

*Of these, just one-quarter have increased spending again but not yet at what it was*

**ROCHESTER, N.Y. – August 19, 2009** – As the economy has suffered over the past year, one area where consumers have been impacted is in their spending. Four in five Americans (79%) say they have made cuts over the past year in their personal spending due to the economy. One-third (32%) have made a lot of cuts while almost half (47%) have made some cuts. Just one in five Americans (21%) have not made any cuts in their personal spending due to the economy.

These are some of the results of a new **AdweekMedia/The Harris Poll** of 2,066 adults surveyed online by Harris Interactive between July 15 and 17, 2009.

### But is spending coming back?

Of those who have made spending cuts, three-quarters of them (76%) have still not increased their spending. Just one-quarter (24%) of those who made spending cuts have increased their spending. Just one in twenty (4%) have increased spending to what it was while 21% have increased their spending but it is less than what it was. Younger people aged 18-34 are slightly more likely to have increased their spending (29%) as are those aged 45-54 (28%) and who have household incomes of \$75,000 or more.

### Could “Made in America” spur spending?

If something is advertised as “Made in America” is there a sense of patriotism in purchase intent? The answer seems to be yes as three in five Americans (59%) say they are more likely to buy a product if it is advertised as “Made in America”. For over one-third of Americans (37%) citing something as “Made in America” in an ad will make them neither more nor less likely to buy it while just 3% say they are less likely to buy something advertised as “Made in America”.

There is definitely an age difference in how this phrase spurs people’s purchase intent. Three-quarters of those aged 55 and older (74%), two-thirds of those aged 45-54 (68%) and three in five of those aged 35-44 (60%) all say they are more likely to buy a product advertised as “Made in America”. Among those aged 18-34, this number drops to 39% and almost three in five (57%) say a product advertised as ‘Made in America’ makes them neither more nor less likely to buy it.

### So What?

While most economists are starting to say the economy is turning around or that the recession is coming to a close, consumers may not be of the same mind. One thing to watch is the way Americans start to spend money again. If they are still not spending, the likelihood is they may hear the same news, but have yet to believe it. And, that is

what we are seeing here – they are not yet ready to start spending and this means the economic woes may continue until the wallets are re-opened.

**TABLE 1  
CUTTING PERSONAL SPENDING**

“Over the past year, at any point did you make cuts to your personal spending due to the economy?”

Base: All U.S. adults

	Total	Age				Income			
		18-34	35-44	45-54	55+	Less than \$35k	\$35k-\$49.9k	\$50k-\$74.9k	\$75k+
	%	%	%	%	%	%	%	%	%
<b>MADE CUTS (NET)</b>	79	76	81	86	76	82	89	78	79
Made a lot of cuts	32	31	36	40	25	38	34	36	26
Made some cuts	47	45	45	46	51	45	55	43	52
Did not make any cuts	21	24	19	14	24	18	11	22	21

Note: Percentages may not add up to 100% due to rounding

**TABLE 2  
IS SPENDING COMING BACK?**

“Recently, have you started to increase your personal spending, or are you still not spending because of the economy?”

Base: All U.S. adults who made spending cuts

	Total	Age				Income			
		18-34	35-44	45-54	55+	Less than \$35k	\$35k-\$49.9k	\$50k-\$74.9k	\$75k+
	%	%	%	%	%	%	%	%	%
<b>INCREASED SPENDING (NET)</b>	24	29	16	28	22	20	24	26	28
Increased spending to what it was	4	8	1	1	2	2	1	2	6
Increased spending, but still less than what it was	21	20	15	27	20	18	23	23	22
No, have not increased spending yet	76	71	84	72	78	80	76	74	72

Note: Percentages may not add up to 100% due to rounding

**TABLE 3**  
**PURCHASING 'MADE IN AMERICA'**

"When you see an advertisement emphasizing that a product is 'Made in America' are you...?"

Base: All U.S. adults

	Total	Age			
		18-34	35-44	45-54	55+
	%	%	%	%	%
<b>MORE LIKELY TO BUY IT (NET)</b>	<b>59</b>	39	60	68	74
Much more likely to buy it	<b>28</b>	15	23	31	43
Somewhat more likely to buy it	<b>31</b>	25	36	36	31
Neither more nor less likely to buy it	<b>37</b>	57	38	29	24
<b>LESS LIKELY TO BUY IT (NET)</b>	<b>3</b>	4	3	4	2
Somewhat less likely to buy it	<b>2</b>	3	2	2	*
Much less likely to buy it	<b>2</b>	1	1	2	2

Note: Percentages may not add up to 100% due to rounding; \* indicates less than 0.5%

**Methodology**

This *AdweekMedia/The Harris Poll* was conducted online within the United States July 15 and 17, 2009 among 2,066 adults (aged 18 and over). Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

***These statements conform to the principles of disclosure of the National Council on Public Polls.***

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