

ZIONS BANK®

Release Date: August 30, 2016
 Research Conducted By:



ZIONS BANK CONSUMER ATTITUDE INDEX Utah — August 2016

The Zions Bank Utah Consumer Attitude Index (CAI) increased 1.1 points from 110.3 in July to 111.4 in August. Utah's CAI has increased 0.3 points over the past 12 months. For comparison, the national Consumer Confidence Index® increased 4.4 points to 101.1 this month.

The Zions Bank Present Situation Index increased 5.9 points to 126.4, compared to the national Present Situation Index, which increased 4.2 points to 123.0. The Zions Bank Expectations Index decreased 2.1 points to 101.4, and the national Expectations Index increased 4.4 points to 86.4.

The Zions Bank CAI is based on a representative sample of 500 Utah households. The monthly survey is conducted by Cicero Group and has a confidence interval of +/- 4.38 percent at a 95 percent confidence level. The cutoff date for August's results was August 16. The Utah CAI data is compared to both Utah CAI data and U.S. data from previous months to identify key consumer sentiment trends in the state.

UTAH CONSUMER ATTITUDE INDEX SUMMARY TABLE

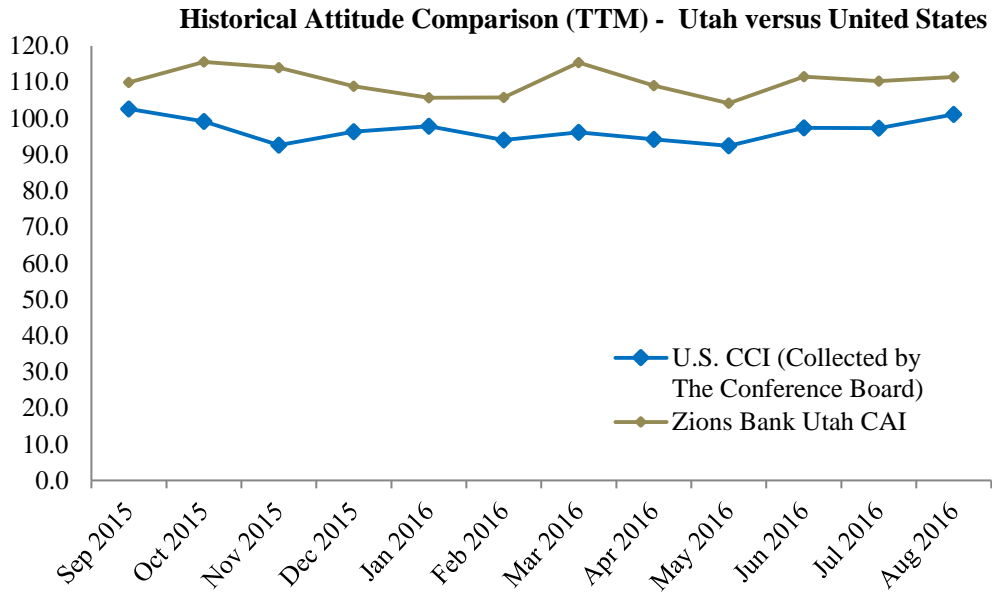
	Utah	U.S.	Utah Change July 2016 to Aug 2016	U.S. Change July 2016 to Aug 2016	Utah Change Over Last 12 Months
Composite Series: Index Numbers, 1985 U.S.=100					
Consumer Attitude Index	111.4	101.1	1.1	4.4	0.3
Present Situation	126.4	123.0	5.9	4.2	6.5
Expectations	101.4	86.4	-2.1	4.4	-3.9

	Utah	Utah Change July 2016 to Aug 2016	Utah Change Over Last 3 Months	Utah Change Over Last 12 Months
Appraisal of the Present Situation: Percent				
Business Conditions				
Good	57%	0 points	+4 points	+3 points
Normal	38%	0 points	-1 points	0 points
Bad	5%	0 points	-3 points	-3 points

Employment				
Jobs plentiful	49%	-4 points	+1 point	+4 points
Jobs not so many	40%	+4 points	+1 point	-1 points
Jobs hard to get	11%	No change	-2 points	-3 points

UTAH CONSUMER ATTITUDE INDEX SUMMARY TABLE (CONT.)

for the Next Six Months: Percent Expectations				
Business Conditions				
Better	30%	+1 point	+6 points	+1 point
Same	60%	-3 points	-8 points	-4 points
Worse	11%	+3 points	+2 points	+4 points
Employment				
More jobs	27%	No change	+3 points	+1 point
Same	58%	No change	-4 points	-1 points
Fewer jobs	15%	No change	+1 point	No change
Income				
Increase	35%	+2 points	+3 points	+1 point
Same	59%	-3 points	-4 points	-2 points
Decrease	6%	+1 point	+1 point	+1 point



UTAH CONSUMER ATTITUDE SUMMARY TABLE

Price Expectations		
What do you think will happen to the price of homes like yours in your community over the next 12-months?	Significantly increase	11%
	Slightly increase	56%
	Remain about the same	24%
	Slightly decrease	8%
	Significantly decrease	3%
What do you think will happen to the price of gasoline over the next 12-months?	Go Up	63%
	Stay the same	27%
	Go down	7%
	Don't know	4%
About how many cents per gallon do you think gasoline prices will increase during the next 12 months?	Number responding	316
	Mean	\$0.54
About how many cents per gallon do you think gasoline prices will decrease during the next 12 months?	Number responding	31
	Mean	\$0.24
Government Performance Appraisal		
Considering the economic policy of the federal government , that is the steps taken to improve the overall economy of the U.S., would you say the federal government is doing a:	Good job	12%
	Only fair	35%
	Poor job	51%
	Don't know	2%
Considering the economic policy of the state government , that is the steps taken to improve the overall economy in Utah, would you say the State of Utah government is doing a:	Good job	44%
	Only fair	44%
	Poor job	10%
	Don't know	2%
Inflation Expectations		
In your opinion, what do you think will happen to interest rates for borrowing money during the next 12 months?	Go up	58%
	Stay the same	34%
	Go down	4%
	Don't know	4%
During the next 12-months, do you think that prices for consumer goods in general will:	Go up	62%
	Stay the same	36%
	Go down	1%
	Don't know	1%
How likely is it that a \$1,000 investment in your 401(k) will be worth more than \$1,000 one year from now?	Mean	2.84
	1 Very Likely	11%
	2 Likely	27%
	3 About 50/50 either way	37%
	4 Unlikely	17%
	5 Very Unlikely	8%
In your opinion, how likely is it that the U.S. economy will improve during the next 12 months?	Mean	3.29
	1 Very Likely	5%
	2 Likely	15%
	3 About 50/50 either way	39%
	4 Unlikely	28%
	5 Very Unlikely	14%
Personal Finance		
How likely is it that your total household income will increase by more than the rate of inflation during the next two years?	Mean	3.23
	1 Very Likely	9%
	2 Likely	15%
	3 About 50/50 either way	34%
	4 Unlikely	26%
	5 Very Unlikely	15%

How likely are you to purchase a major household item (e.g. furniture, refrigerator, stove, television, etc.) in the next 60 days?	Mean	3.06
	1 Very likely	12%
	2 Likely	15%
	3 Undecided	33%
	4 Unlikely	33%
	5 Very Unlikely	7%
During the next two years, how likely is it that you will lose a job that you wanted to keep? (currently unemployed excluded)	Number responding	404
	Mean	4.11
	1 Very Likely	3%
	2 Likely	2%
	3 About 50/50 either way	16%
	4 Unlikely	40%
How likely is it that you will be able to retire and maintain your living standards ? (currently retired excluded)	5 Very Unlikely	39%
	Number responding	434
	Mean	3.16
	1 Very Likely	11%
	2 Likely	25%
	3 About 50/50 either way	23%
4 Unlikely	20%	
5 Very Unlikely	21%	

ZIONS BANK CONSUMER ATTITUDE SUMMARY

Prices:

The percentage of Utahns who think prices of homes like theirs will increase in the next year increased from 65 percent last month to 66 percent in August.

The percentage of consumers who expect gasoline prices to increase over the next 12 months decreased from 64 percent in July to 63 percent in August.

Personal Finance:

Expectations that household income will increase more than inflation in the next two years decreased from 30 percent to 25 percent this month.

Confidence regarding job security increased slightly in August. Seventy-nine percent believe it is unlikely they will lose a job they want to keep within the next two years, a one percent increase since July.

Inflation and Economic Growth Expectations:

The percentage of consumers who believe \$1,000 invested in their 401(k) is likely to be worth more than \$1,000 one year from now decreased from 44 percent to 38 percent this month. The number of Utahns who believe interest rates for borrowing money will increase in the next 12 months increased from 53 percent in July to 58 percent this month. Expectations for consumer goods prices increased slightly this month; 62 percent of Utahns believe consumer goods prices will go up, compared to 61 percent last month.

Government Performance:

Twelve percent of Utahns think the federal government is doing a good job with its economic policy, which is mostly unchanged from July. The percentage of Utahns who think the state government is doing a good job decreased from 45 percent in July to 44 percent in August.