

HBA/BDL QUARTERLY REPORT – SEPTEMBER 2017



Metropolitan Atlanta Consumer Confidence Survey
Third Quarter 2017 – BDL Roundtable – September 20, 2017



FOR IMMEDIATE RELEASE

METROPOLITAN ATLANTA CONSUMER CONFIDENCE SURVEY

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INDEX RESULTS FOR THIRD QUARTER, 2017

Based on a sample of telephone interviews conducted in September 2017, the Metropolitan Atlanta Consumer Confidence Survey may be summarized as follows:

INDEX OF CONSUMER SENTIMENT	95.7
INDEX OF CURRENT CONDITIONS	97.4
INDEX OF CONSUMER EXPECTATIONS	94.6

Further Results from the Survey

In addition to the three summary indexes adapted from the University of Michigan's "Survey of Consumers", the Metropolitan Atlanta Consumer Confidence Survey also calculates diffusion indexes for several of the factors that underpin consumers' expectations.

The "Interest Rate Expectations Index" measures changes in consumers' sentiments concerning the level of interest rates. A reading of over 100 indicates that consumers expect interest rates to rise. Likewise, a reading below 100 signals that consumers anticipate reductions in interest rates. The "Inflation Expectations Index" provides an analogous measure for expected inflation.

The "Real Income Growth Index" measures consumer sentiment concerning the rate at which their real income will increase. A consumer's real income is said to increase if their income rises faster than the price level. Accordingly, an index reading in excess of 100 indicates that consumers' anticipate their incomes to rise faster than the prices of the goods that they purchase.

INTEREST RATE EXPECTATIONS INDEX	155.3
INFLATION EXPECTATIONS INDEX	136.0
REAL INCOME GROWTH INDEX	106.3

The Atlanta Index may be contrasted with its historical values as well as the nationwide *Index of Consumer Sentiment* associated with the University of Michigan's *Survey of Consumers*© as shown below.

	NATIONAL	ATLANTA	ATLANTA	ATLANTA
Survey Date	Index of Consumer Sentiment	Index of Consumer Sentiment	Index of Current Conditions	Index of Consumer Expectations
3Q (Aug) 1999	104.5	109.9	114.4	107.0
4Q (Nov) 1999	107.2	113.0	115.5	111.4
1Q (Feb) 2000	111.3	119.1	122.0	117.2
2Q (May) 2000	110.7	114.2	117.8	111.9
3Q (Aug) 2000	107.3	116.9	118.2	116.0
4Q (Nov) 2000	107.6	107.1	109.9	105.5
1Q (Feb) 2001	90.6	95.7	98.9	93.7
2Q (May) 2001	92.0	93.9	100.0	90.0
3Q (Aug) 2001	91.5	95.5	98.9	93.4
4Q (Nov) 2001	83.9	88.3	97.7	82.2
1Q (Feb) 2002	90.7	95.4	94.7	95.8
2Q (May) 2002	96.9	100.4	100.5	100.5
3Q (Aug) 2002	87.6	85.4	84.1	86.8
4Q (Nov) 2002	84.2	82.5	82.2	82.7
1Q (Feb) 2003	79.9	74.5	79.2	71.5
2Q (May) 2003	92.1	90.8	87.9	92.7
3Q (Aug) 2003	89.3	90.5	89.0	91.5
4Q (Nov) 2003	93.7	96.9	93.6	99.0
1Q (Feb) 2004	94.4	97.5	92.8	100.5
2Q (May) 2004	90.2	90.4	90.9	90.0
3Q (Aug) 2004	95.9	98.7	98.1	99.0
4Q (Nov) 2004	92.8	92.4	92.1	92.7
1Q (Feb) 2005	94.1	101.2	101.5	100.9
2Q (May) 2005	86.9	91.8	94.0	90.5
3Q (July) 2005	89.1	96.9	100.4	94.6
4Q (Nov) 2005	81.6	87.7	90.9	85.6
1Q (Feb) 2006	86.7	89.6	92.4	87.8
2Q (May) 2006	79.1	88.1	86.8	89.0
3Q (Aug) 2006	82.0	82.5	85.6	80.5
4Q (Nov) 2006	92.1	94.5	98.1	92.2
1Q (Feb) 2007	91.3	95.4	98.9	93.2
2Q (May) 2007	88.3	91.3	97.4	87.3
3Q (Aug) 2007	83.4	82.2	85.3	80.3
4Q (Nov) 2007	76.1	79.9	83.0	77.8
1Q (Feb) 2008	69.5	74.7	71.6	76.6
2Q (May) 2008	59.8	66.1	62.9	68.1
3Q (Aug) 2008	63.0	77.3	68.2	83.2
4Q (Nov) 2008	55.3	71.3	66.3	74.4
1Q (Mar) 2009	57.3	69.6	64.4	73.0
2Q (May) 2009	68.7	70.7	63.7	75.2
3Q (Sept) 2009	70.2	74.4	71.6	76.1
4Q (Nov) 2009	67.4	74.1	69.0	77.4
1Q (Feb) 2010	73.6	76.2	71.6	79.1
2Q (June) 2010	73.6	73.5	69.0	76.4
3Q (Sept) 2010	68.2	70.2	61.8	75.7
4Q (Nov) 2010	71.6	75.1	72.4	76.9
1Q (Feb) 2011	77.5	67.6	63.3	70.3
2Q (June) 2011	74.3	63.1	63.3	63.0
3Q (Aug) 2011	55.7	63.4	63.7	63.3
4Q (Dec) 2011	69.9	66.8	64.8	68.1
1Q (Mar) 2012	75.3	75.3	72.8	76.9
2Q (June) 2012	73.2	74.4	69.0	77.8
3Q (Sept) 2012	78.3	77.3	72.0	80.8
4Q (Dec) 2012	72.9	72.0	73.1	71.3
1Q (Mar) 2013	78.6	73.9	75.0	73.2
2Q (June) 2013	84.1	81.0	85.6	78.1
3Q (Sept) 2013	77.5	75.7	77.3	74.7
4Q (Dec) 2013	82.5	76.0	79.6	73.7
1Q (Mar) 2014	80.0	83.1	87.1	80.5
2Q (June) 2014	82.5	82.2	84.9	80.5
3Q (Sept) 2014	84.6	81.0	86.4	77.6
4Q (Dec) 2014	93.6	84.7	87.1	83.2
1Q (Mar) 2015	93.0	89.3	93.2	86.8
2Q (June) 2015	96.1	89.0	92.8	86.6
3Q (Sept) 2015	87.2	86.2	92.1	82.5
4Q (Dec) 2015	92.6	85.3	90.6	82.0
1Q (Mar) 2016	91.0	83.1	88.3	79.8
2Q (June) 2016	93.5	83.9	87.3	81.3
3Q (Sept) 2016	91.2	93.9	99.6	90.2
4Q (Dec) 2016	98.2	93.8	94.7	93.2
1Q (Mar) 2017	96.9	95.0	100.0	91.7
2Q (June) 2017	95.1	99.4	105.0	95.8
3Q (Sept) 2017	95.3 (prelim)	95.7	97.4	94.6

Historical values for the interest rate, inflation and real income indexes are given below.

Survey Date	Interest Rate Index	Inflation Index	Real Income Index
3Q 1999	166.8	125.7	114.9
4Q 1999	162.8	127.8	126.3
1Q 2000	173.5	129.2	121.8
2Q 2000	166.8	124.7	123.5
3Q 2000	150.4	117.6	126.4
4Q 2000	142.4	126.9	115.5
1Q 2001	89.0	115.7	116.0
2Q 2001	104.0	133.6	117.4
3Q 2001	107.0	105.0	118.9
4Q 2001	96.2	87.0	110.2
1Q 2002	130.0	90.9	118.9
2Q 2002	146.0	112.3	126.0
3Q 2002	113.0	103.7	118.2
4Q 2002	125.0	110.0	110.8
1Q 2003	129.4	118.7	109.5
2Q 2003	134.9	96.5	109.7
3Q 2003	158.2	117.2	103.2
4Q 2003	155.0	109.2	107.1
1Q 2004	150.9	116.7	112.7
2Q 2004	172.4	137.8	98.1
3Q 2004	170.1	114.7	109.3
4Q 2004	172.8	124.4	106.8
1Q 2005	167.3	119.3	110.5
2Q 2005	174.4	126.3	109.6
3Q 2005	171.0	124.6	110.9
4Q 2005	173.1	128.2	112.5
1Q 2006	167.0	122.3	105.5
2Q 2006	164.2	140.2	119.4
3Q 2006	164.2	137.0	108.5
4Q 2006	145.5	114.0	108.2
1Q 2007	143.3	115.2	115.2
2Q 2007	146.3	133.5	105.1
3Q 2007	127.5	124.5	108.7
4Q 2007	102.2	140.6	103.8
1Q 2008	85.0	114.8	102.2
2Q 2008	117.8	152.5	93.0
3Q 2008	128.8	112.9	100.0
4Q 2008	93.7	80.3	97.5
1Q 2009	123.2	105.2	91.2
2Q 2009	139.5	117.6	85.6
3Q 2009	138.5	108.0	90.0
4Q 2009	135.2	107.6	90.0
1Q 2010	146.9	110.3	99.3
2Q 2010	134.6	120.0	98.0
3Q 2010	129.4	121.8	84.7
4Q 2010	128.7	127.4	89.1
1Q 2011	153.4	155.6	84.0
2Q 2011	140.0	122.4	81.3
3Q 2011	133.1	132.5	81.7
4Q 2011	124.7	122.7	77.7
1Q 2012	127.7	131.0	89.0
2Q 2012	124.9	118.3	94.0
3Q 2012	117.7	135.6	89.6
4Q 2012	130.7	130.0	88.2
1Q 2013	144.0	134.4	89.8
2Q 2013	148.1	133.3	85.3
3Q 2013	156.9	133.9	84.1
4Q 2013	155.5	134.6	88.1
1Q 2014	155.4	134.6	83.4
2Q 2014	154.3	147.1	82.5
3Q 2014	145.4	136.1	86.1
4Q 2014	147.3	116.5	97.1
1Q 2015	159.8	118.3	88.4
2Q 2015	160.8	136.5	96.0
3Q 2015	155.0	128.0	92.0
4Q 2015	173.0	136.0	97.6
1Q 2016	156.7	130.0	87.3
2Q 2016	155.0	128.0	96.3
3Q 2016	148.6	120.3	104.0
4Q 2016	161.7	120.7	81.3
1Q 2017	157.7	139.7	99.7
2Q 2017	161.0	145.7	119.7
3Q 2017	155.3	136.0	106.3

About the Metropolitan Atlanta Consumer Confidence Survey.

The Metropolitan Atlanta Consumer Confidence Survey, which began in Fall 1994, is co-sponsored by Kennesaw State University, Greater Atlanta Home Builders Association and Georgia Power.

Data for the Metropolitan Atlanta Consumer Confidence Survey is collected through telephone interviews with adult respondents in an 11 county area. These telephone interviews are conducted in conjunction with Pioneer Marketing Research. The survey area is composed of Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry and Rockdale counties.

The survey is adapted from the renowned "Survey of Consumers" conducted by the Survey Research Center at the University of Michigan since 1946. Like its national counterpart, the Metropolitan Atlanta Consumer Confidence Survey combines its results into three summery indexes, the "Index of Current Economic Conditions", the "Index of Consumer Expectations" and an overall index, the "Index of Consumer Sentiment". The construction of these indexes is such that there is no absolute benchmark against which the indexes are measured but rather the indexes measure relative performance across time. The national indexes utilize a 1966 base year, that is, the indexes are constructed so that they equal 100 for 1966.

At the national level, the "Index of Consumer Sentiment" is among the most closely followed economic indicators. Reaction by securities markets to changes in the "Index of Consumer Sentiments" is not uncommon. Further, the "Index of Consumer Expectations" is one of the ten components of the Conference Board's "Leading Economic Indicators".

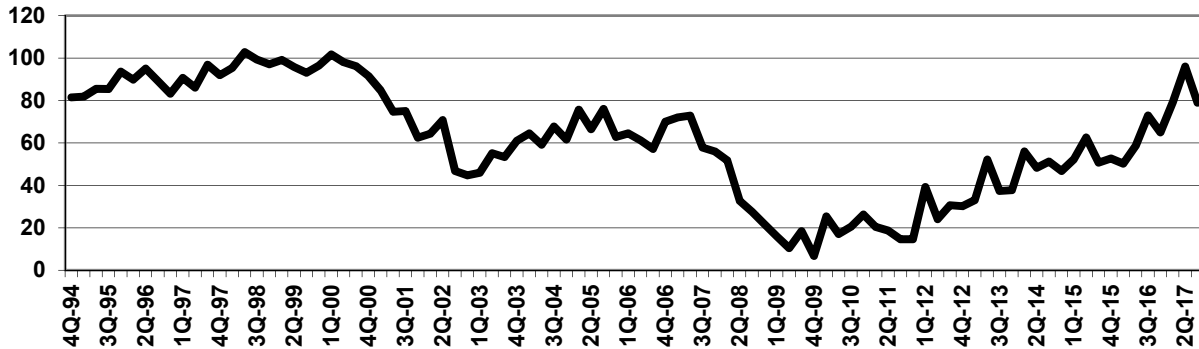
METROPOLITAN ATLANTA CONSUMER CONFIDENCE SURVEY

THIRD QUARTER 2017 - RESPONSES TO BASE QUESTIONS

GRAPH IS A DIFFUSION INDEX = INCREASE LESS DECREASE RESPONSES PLUS 50.

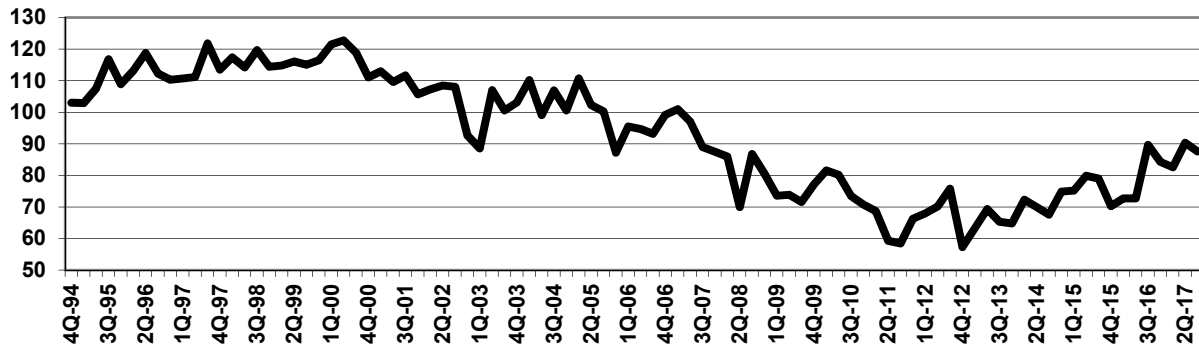
Question 1: We are interested in how people are getting along financially these days. Would you say that you (and your family living with you) are BETTER OFF or WORSE OFF financially than you were ONE YEAR AGO?

	3Q-14	4Q-14	1Q-15	2Q-15	3Q-15	4Q-15	1Q-16	2Q-16	3Q-16	4Q-16	1Q-17	2Q-17	3Q-17
Better off now	28.5	28.5	31.2	37.5	31.7	29.0	25.3	29.7	41.3	28.3	44.0	54.7	41.3
Same as last year	43.7	39.2	37.5	36.9	36.0	42.0	48.0	47.3	38.7	58.3	39.7	36.0	45.7
Worse off now	27.2	31.7	28.9	24.9	31.0	26.3	25.0	21.0	18.3	13.3	14.7	8.7	12.3
DK/NA/Refused	0.7	0.6	2.3	0.7	1.3	2.7	1.7	2.0	1.7	0.0	1.7	0.7	0.7



Question 2: Now, looking one year, do you think that you and your family will be BETTER OFF or WORSE OFF financially than you are now?

	3Q-14	4Q-14	1Q-15	2Q-15	3Q-15	4Q-15	1Q-16	2Q-16	3Q-16	4Q-16	1Q-17	2Q-17	3Q-17
Better off in 1 year	39.1	46.6	46.5	48.5	45.7	38.0	38.0	31.0	49.0	45.3	44.3	48.0	47.3
About the same	29.8	20.4	21.6	22.9	27.0	34.3	32.0	44.3	31.3	39.3	37.3	40.7	38.7
Worse off in 1 year	21.5	21.7	21.3	18.6	16.7	17.7	15.3	8.3	9.3	11.0	11.7	7.7	9.7
DK/NA/Refused	9.6	11.3	10.6	10	10.7	10	14.7	16.3	10.3	4.3	6.7	3.7	4.3

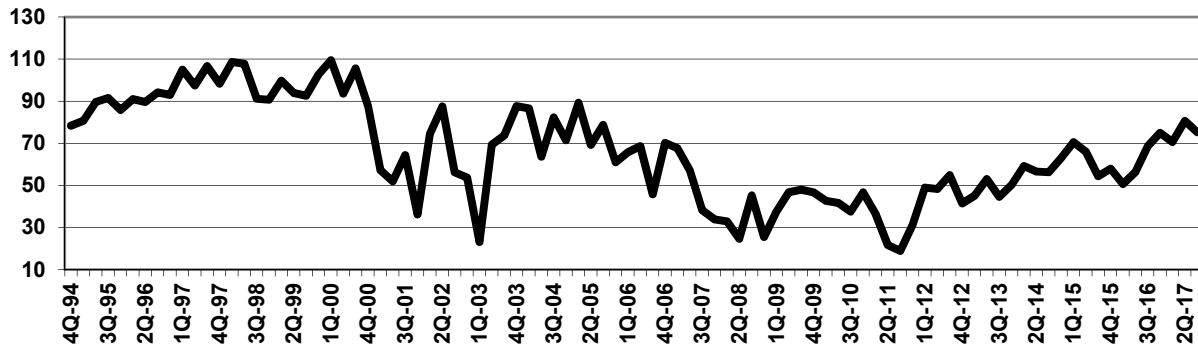


METROPOLITAN ATLANTA CONSUMER CONFIDENCE SURVEY

FIRST QUARTER 2017 - RESPONSES TO BASE QUESTIONS

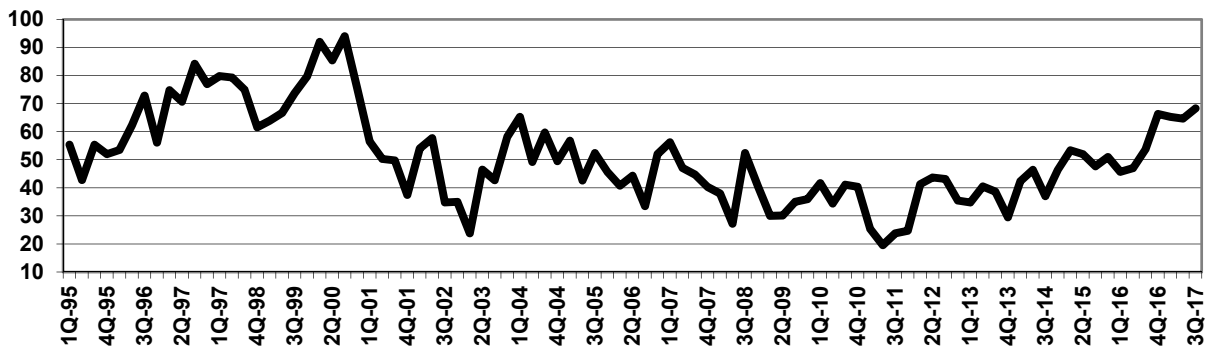
Question 3: Turning to overall business conditions, do you think that during the next 12 months we will have GOOD TIMES financially, BAD TIMES financially, or what?

	3Q-14	4Q-14	1Q-15	2Q-15	3Q-15	4Q-15	1Q-16	2Q-16	3Q-16	4Q-16	1Q-17	2Q-17	3Q-17
Good times	33.8	39.5	42.9	43.9	33.7	31.7	28.7	22.3	33.7	35.7	36.0	40.7	37.0
Some good, some bad	28.1	23	25.6	17.6	28.3	31.0	31.3	50.7	34.3	48.3	39.0	46.7	48.0
Bad times	27.5	26.5	22.3	27.9	29.3	23.7	28.0	16.0	15.0	10.7	15.3	10.0	11.7
DK/NA/Refused	10.6	11.0	9.3	10.6	8.7	13.7	12.0	11.0	17.0	5.3	9.7	2.7	3.3



Question 4: Looking ahead, which of the following would you say is more likely to happen: that as a whole we will have CONTINUOUS GOOD TIMES over the next FIVE YEARS or so, or that we will have periods of SIGNIFICANT UNEMPLOYMENT or DEPRESSION, or what?

	3Q-14	4Q-14	1Q-15	2Q-15	3Q-15	4Q-15	1Q-16	2Q-16	3Q-16	4Q-16	1Q-17	2Q-17	3Q-17
Continuous good times	28.1	36.9	39.6	36.9	34.0	28.3	29.0	17.7	28.7	33.7	36.3	35.3	33.0
Some of both	21.9	15.2	12.3	17.6	17.7	27.3	21.7	46.0	31.3	44.3	33.3	39.7	43.7
Unemployment/depression	41.1	40.5	36.2	34.9	36.3	27.3	33.3	20.7	25.0	17.3	21.0	20.7	14.7
DK/NA/Refused	8.9	7.4	12.0	10.6	12.0	17.0	16.0	15.7	15.0	4.7	9.3	4.3	8.7

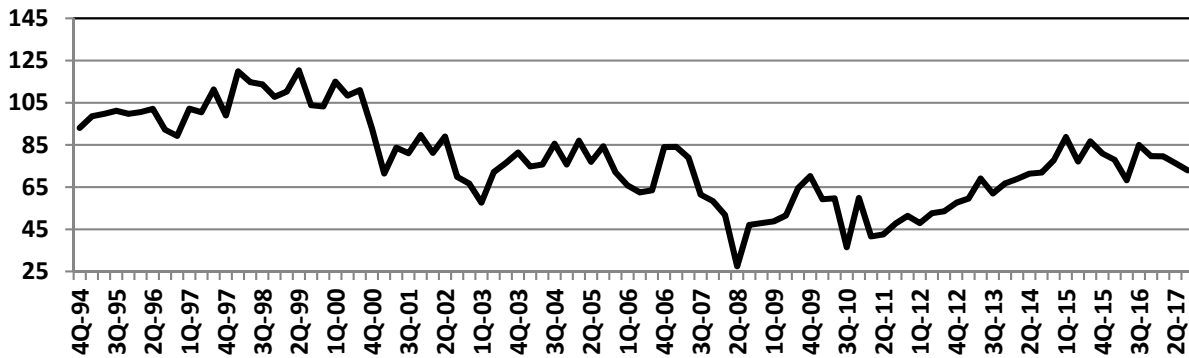


METROPOLITAN ATLANTA CONSUMER CONFIDENCE SURVEY

THIRD QUARTER 2017 - RESPONSES TO BASE QUESTIONS

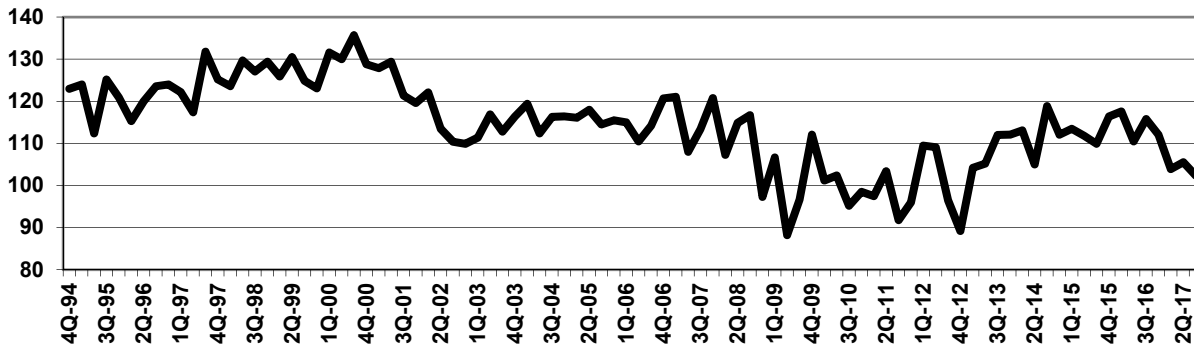
Question 5: About the big things that people buy for their homes - such as furniture, major appliances, televisions, things like that - do you think now is a GOOD TIME or BAD TIME to buy major household items?

	3Q-14	4Q-14	1Q-15	2Q-15	3Q-15	4Q-15	1Q-16	2Q-16	3Q-16	4Q-16	1Q-17	2Q-17	3Q-17
Good time	45.7	55.3	60.1	54.8	59.7	52.7	51.3	41.3	51.7	51.0	47.3	42.0	40.0
Mixed	20.5	9.7	9.3	10.3	8.0	18.3	16.0	25.7	23.0	20.3	27.7	36.3	36.7
Bad time	23.8	27.5	21.3	27.6	23.0	21.7	23.3	23.0	16.7	21.3	17.7	15.7	17.0
DK/NA	9.9	7.4	9.3	7.3	9.3	7.3	9.3	10.0	8.7	7.3	7.3	6.0	6.3



Question 6: (asked if those current employed) With respect to your employment status, how worried are you about your job security? Would you say you are...

	3Q-14	4Q-14	1Q-15	2Q-15	3Q-15	4Q-15	1Q-16	2Q-16	3Q-16	4Q-16	1Q-17	2Q-17	3Q-17
Very worried	5.2	5.6	2.4	6.3	5.5	4.8	7.4	5.6	2.6	7.6	11.7	11.7	10.4
Somewhat worried	20.7	25.5	31.7	25.7	28.3	23.1	17.6	25.8	27.0	21.4	22.7	21.1	26.8
Not worried at all	74.1	67.7	65.9	68.1	65.4	71.2	75.0	66.1	68.4	69.7	65.6	67.3	62.8
DK/NA	0.0	1.2	0.0	0.0	0.8	1.0	0.0	2.4	2.0	1.4	0.0	0.0	0.0

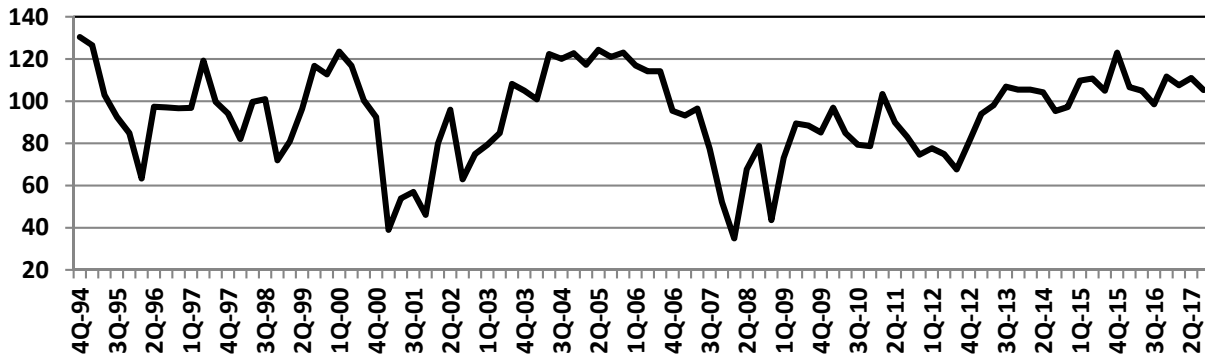


METROPOLITAN ATLANTA CONSUMER CONFIDENCE SURVEY

THIRD QUARTER 2017 - RESPONSES TO BASE QUESTIONS

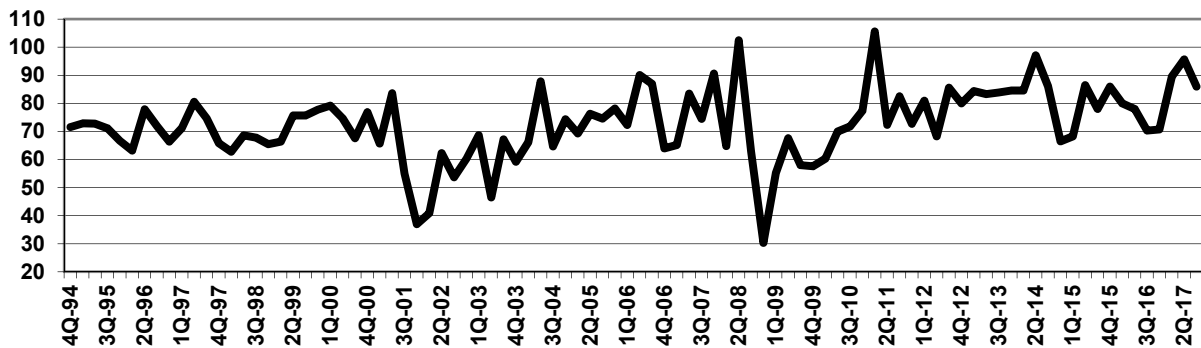
Question 7: No one can say for sure, but what do you think will happen to INTEREST RATES for borrowing money during the next 12 months - will they GO UP, STAY THE SAME, or GO DOWN over the next year?

	3Q-14	4Q-14	1Q-15	2Q-15	3Q-15	4Q-15	1Q-16	2Q-16	3Q-16	4Q-16	1Q-17	2Q-17	3Q-17
Go up	51.7	54.4	63.8	65.1	60.3	76.0	61.3	58.7	53.3	65.7	65.3	65.7	61.0
Stay the same	34.8	31.1	27.6	25.2	26.3	12.0	23.3	28.7	31.0	24.3	20.3	24.7	27.0
Go Down	6.3	7.1	4.0	4.3	5.3	3.0	4.7	3.7	4.7	4.0	7.7	4.7	5.7
DK/NA	7.3	7.4	4.7	5.3	8.0	9.0	10.7	9.0	11.0	6.0	6.7	5.0	6.3



Question 8: Shifting your attention to the prices you pay for goods and services, during the next 12 months do you think prices in general will go up FASTER than they have in the last 12 months, SLOWER than they have in the past 12 months, or will they rise at ABOUT THE SAME rate as they have been over the next 12 months?

	3Q-14	4Q-14	1Q-15	2Q-15	3Q-15	4Q-15	1Q-16	2Q-16	3Q-16	4Q-16	1Q-17	2Q-17	3Q-17
Faster	38.4	25.6	24.9	40.5	31.3	42.0	34.7	33.0	24.0	38.3	46.3	53.7	42.0
Same Rate	53.3	62.5	66.1	53.5	63.0	45.7	57.0	56.3	65.0	41.0	43.7	36.3	50.7
Slower	2.3	9.1	6.6	4.0	3.3	6.0	4.7	5.0	3.7	17.7	6.7	8.0	6.0
DK/NA	6.0	2.9	2.3	2.0	2.3	6.3	3.7	5.7	7.3	3.0	3.3	2.0	1.3

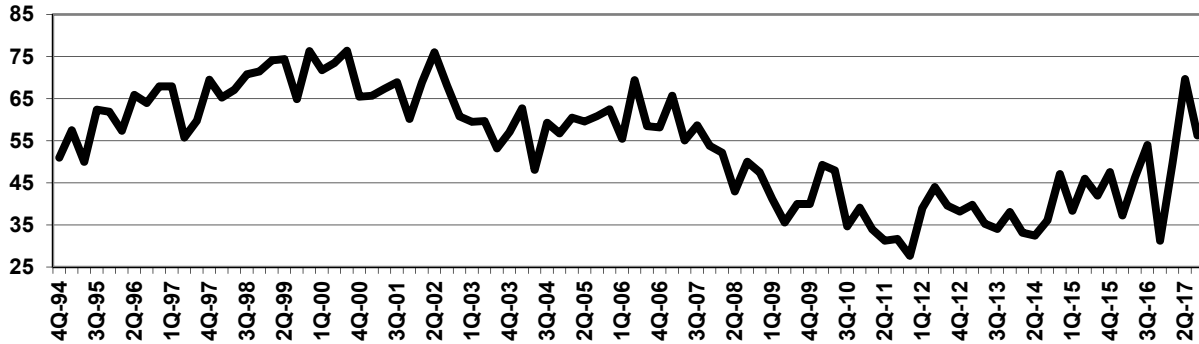


METROPOLITAN ATLANTA CONSUMER CONFIDENCE SURVEY

THIRD QUARTER 2017 - RESPONSES TO BASE QUESTIONS

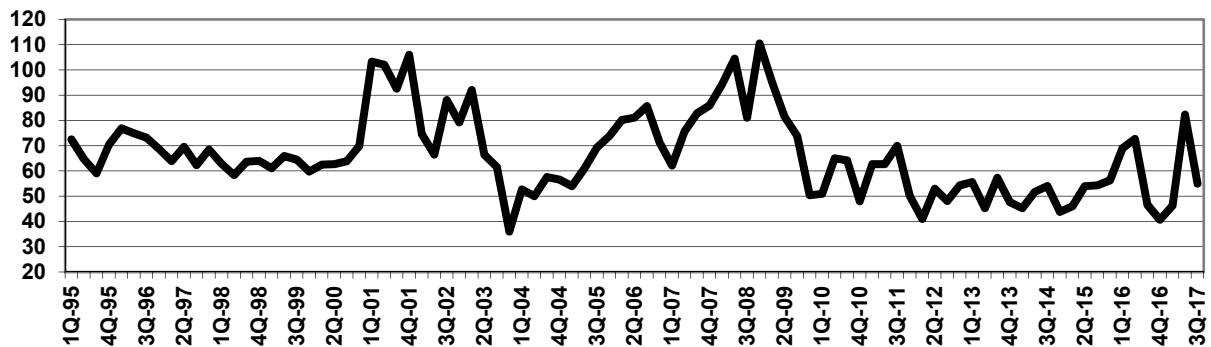
Question 9: During the next year, do you expect your total family income will increase MORE THAN prices, increase LESS THAN prices, or will your household income STAY ABOUT THE SAME in relation to prices as it is now?

	4Q-14	1Q-15	2Q-15	3Q-15	4Q-15	1Q-16	2Q-16	3Q-16	4Q-16	1Q-17	2Q-17	3Q-17
Income up more than prices	17.5	14.3	19.6	14.0	16.3	12.3	12.0	16.7	13.0	18.7	32.3	26.3
Income and prices stay same	58.3	56.8	54.5	62.0	61.0	59.3	68.3	67.7	53.3	57.7	53.0	51.0
Income up less than prices	20.4	25.9	23.6	22.0	18.7	25.0	15.7	12.7	31.7	19.0	12.7	20.0
DK\NA	3.9	3.0	2.3	2.0	4.0	3.3	4.0	3.0	2.0	4.7	2.0	2.7



Question 10: How about the number of people who will be out of work during the coming 12 months - do you think the unemployment rate will GO UP, GO DOWN, or STAY ABOUT THE SAME as it is now over the next 12 months?

	2Q-14	3Q-14	4Q-14	1Q-15	2Q-15	3Q-15	4Q-15	1Q-16	2Q-16	3Q-16	4Q-16	1Q-17	2Q-17	3Q-17
Go up	28.0	27.3	25.2	20.3	29.9	26.0	28.3	36.3	38.3	22.3	28.3	29.0	54.0	35.0
Go down	26.3	23.2	31.4	24.3	25.9	21.7	22.0	17.3	15.7	25.7	37.7	32.7	21.7	30.0
Stay the same	38.8	43.4	40.1	52.8	39.9	46.3	41.7	40.0	34.3	37.7	30.0	33.3	21.7	32.3
DK\NA	6.9	6.0	3.2	2.7	4.3	6.0	8.0	6.3	11.7	14.3	4.0	5.0	2.7	2.7

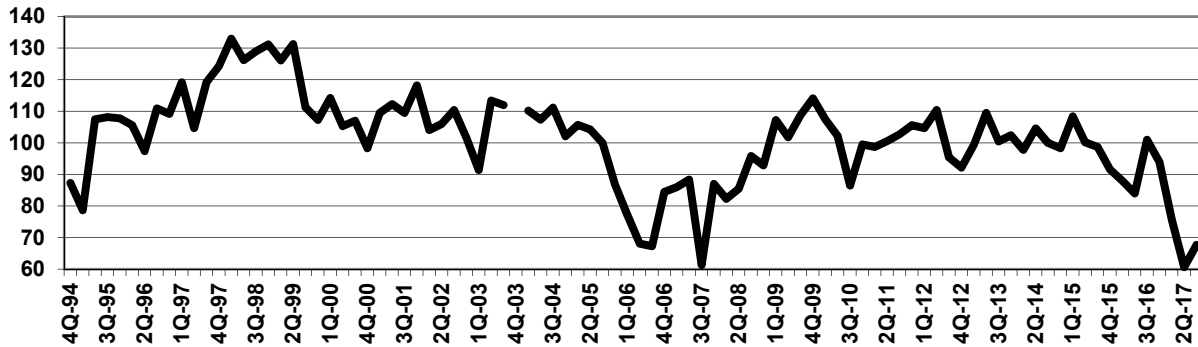


METROPOLITAN ATLANTA CONSUMER CONFIDENCE SURVEY

THIRD QUARTER 2017 – RESPONSES TO BASE QUESTIONS

Question 11: Generally speaking, do you think current conditions make it a GOOD TIME or a BAD TIME to buy a house?

	2Q-14	3Q-14	4Q-14	1Q-15	2Q-15	3Q-15	4Q-15	1Q-16	2Q-16	3Q-16	4Q-16	1Q-17	2Q-17	3Q-17
Good	73.0	66.2	69.3	73.4	69.1	69.0	59.3	59.7	54.3	65.7	59.0	47.3	40.0	40.7
Bad	18.4	16.2	21.0	15.0	18.9	20.3	17.7	21.7	20.3	14.7	15.0	21.7	29.3	23.0
Mixed	4.9	11.3	2.9	4.0	7.3	5.0	13.3	12.7	18.3	13.0	20.7	22.3	27.0	28.7
DK/NA	3.6	6.3	6.3	7.6	4.7	5.7	9.7	6.0	7.0	6.7	5.3	8.7	3.7	7.7



Question 12: Generally speaking, do you think conditions for buying a house will be BETTER six months from now or WORSE six months from now?

	1Q-14	2Q-14	3Q-14	4Q-14	1Q-15	2Q-15	3Q-15	4Q-15	1Q-16	2Q-16	3Q-16	4Q-16	1Q-17	2Q-17	3Q-17
Better	30.6	30.9	31.5	39.5	33.9	37.2	29.3	27.7	22.0	22.7	26.3	22.0	20.7	29.0	31.3
Same	20.9	16.4	25.8	14.9	19.3	13.0	17.7	22.0	27.7	28.3	29.3	47.3	37.3	36.3	37.7
Worse	40.5	43.1	30.1	37.1	36.9	38.9	45.3	38.0	38.7	33.7	28.3	20.3	31.7	28.0	22.0
DK/NA	8.0	9.5	12.6	8.4	10.0	11.0	7.7	12.3	11.7	15.3	16.0	10.3	10.3	6.7	9.0

