

The Poll

# Q:

## When do you think the economy will get better?

IT'S ALREADY ON THE MEND

15%



IN THE NEXT FEW MONTHS

7%



The results from our exclusive CNNMoney.com poll

IN SIX MONTHS TO A YEAR

26%



IN A YEAR OR MORE

52%



"I think the economy is getting better. More homes in my area have sold, and that's a good indicator."

**DAN SUMERLYN, 50**  
Trade-show manager,  
Williamsburg, Va.

"Within a year. My industry seems fine, so I'm not cutting back."

**IRVICA GALLA, 27**  
Nurse, Brooklyn

"It will improve in a year or two. I've seen an uptick in spending, but people are still scared."

**NINA HAND, 38**  
Retail buyer,  
Portland, Ore.

"It will take at least five years. This was a major meltdown."

**JOHN KERL, 56**  
Minister, Seattle



NOTE: Poll conducted in August; 67,079 responses; interviews conducted in New York City.



The Big Idea

## YOU NEED SIMPLER CHOICES, NOT MORE INFORMATION

**OMRI BEN-SHAHAR**  
University of Chicago  
law professor

"THE TREND IN CONSUMER protection has been to force companies to disclose more information about their products and services. But my research has shown that extra data do not help most people make better buying decisions.

"That's because disclosures tend to be very technical. We don't have time to absorb all that information about everything we buy. Rather, we become desensitized and ignore it. And then if there's a problem, companies can say, 'Hey, we warned you.'

"Ideally, I would like to see independent intermediaries provide ratings on financial products, such as Zagat does for restaurants and eBay does for sellers. I also like the Obama administration's proposal to mandate some plain-vanilla options. Since most consumers cannot understand the complexity of advanced financial products anyway, companies should give them simple choices."

—As told to senior writer Donna Rosato