

Personal Financial Satisfaction Index (PFSi) Defined

The Personal Financial Satisfaction Index (PFSi) is the result of two component sub-indexes. It is calculated as the difference between the Personal Financial Pleasure Index and the Personal Financial Pain Index. These are in turn composed of four equally weighted factors, each of which measure the growth of assets and opportunities, in the case of the Pleasure Index, and the erosion of assets and opportunities, in the case of the Pain Index.

Methodology

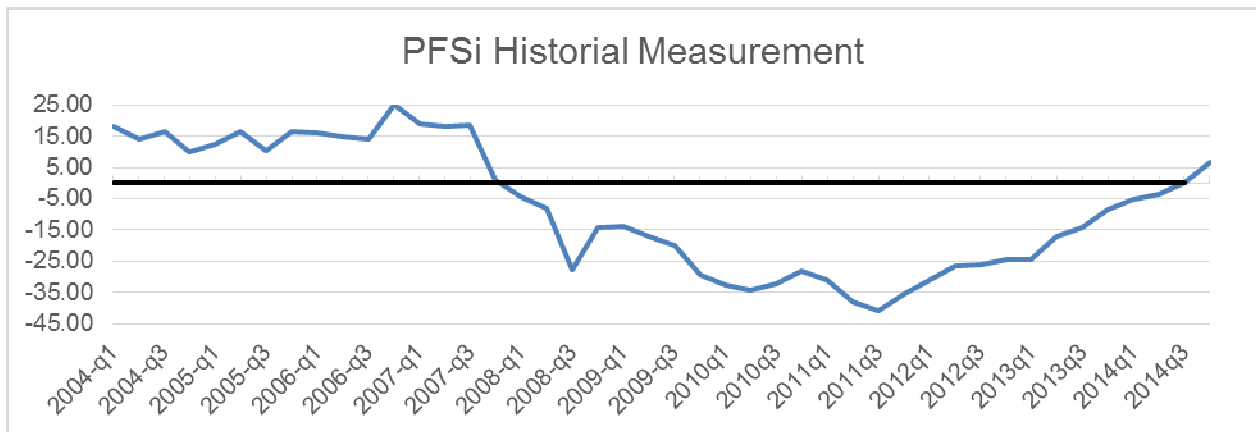
To construct the indices each component was first normalized by its own standard deviation prior to July 2013. The factors were then individually modified to an average value of 50 over the period up to July 2013. The financial pleasure index and the financial pain index each equally weight the individual component factors.

Fourth Quarter 2014 PFSi (Personal Financial Satisfaction Index) Summary

The **PFSi (Personal Financial Satisfaction Index)** measured 6.6 in the fourth quarter of 2014. This reflects 6.5 points increase in the prior quarter, and a 14.9 point increase from one year ago.

The gain from the prior quarter was due to a 3.4 point gain in the **Personal Financial Pleasure** index and a 3.2 point decline in the **Personal Financial Pain** index.

The gain from the fourth quarter of 2013 is due to an 8.8 point advance in the Pleasure index and a 6.1 point decline in the Pain index.



Fourth Quarter 2014 Personal Financial Pleasure Index Top-Line Summary

The **Personal Financial Pleasure Index** at 59.9, reflecting a 3.4 point (6%) increase from the prior quarter and an 8.8 point (17%) increase from the prior year.

The advance from the previous quarter was driven by a 7 point rise in the PFS 750 Market Index, a 4 point gain in the AICPA CPA Outlook Index, and a 3 point advance by job openings. Home equity was flat between these periods.

The advance from the prior year was driven by advances in all components of the index, with the strongest gains by job openings (11 points) and the PFS 750 Market Index (10 points). The weakest gain was from home equity (6 points), while the AICPA outlook gained 9 points.

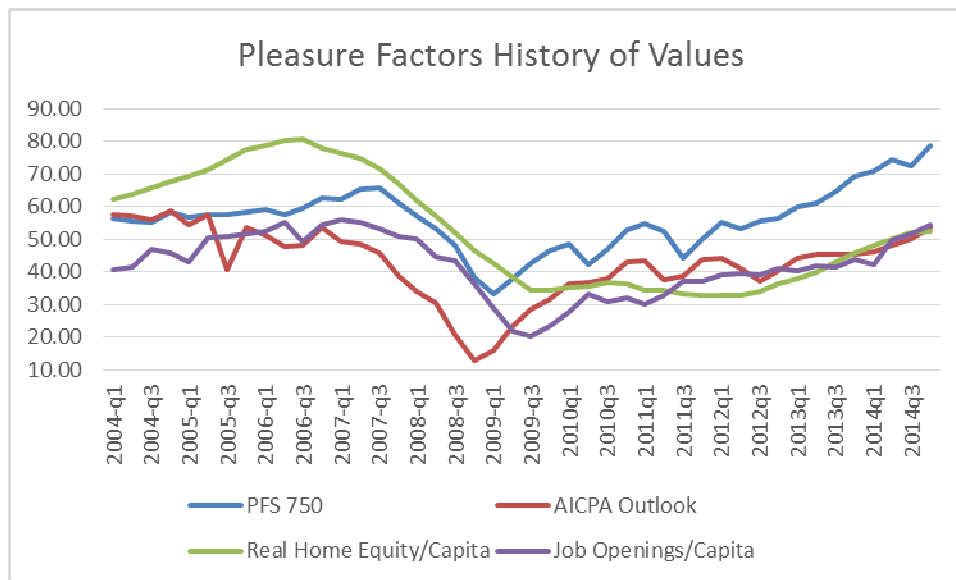
Fourth Quarter 2014 Personal Financial Pleasure Index Detailed Summary

PFS 750 Market Index: This factor’s current value is its all-time high. It is 10 points (14%) above its level at the prior year level, and 7 points (10%) above the previous quarter level.

Real Home Equity per Capita: This factor’s current value is 14% above the prior year level, and flat with the previous quarter level. Almost all of the changes in value (95% or more) have been due to changes in the market value of real estate rather than changes in mortgages outstanding.

Job Openings per Capita: The current reading is 24% higher than the prior year reading, and 5% ahead of the previous quarter.

AICPA CPA Outlook Index: The current reading is 19% higher than the prior year level, and 7% above the previous quarter.



Personal Financial Pleasure Index Components Defined

Measuring the positive factors impacting the economy, the *Personal Financial Pleasure Index* combines the following four economic factors.

- PFS 750 Market Index – This AICPA proprietary stock index is comprised of the 750 largest companies trading on the US Market excluding ADRs, mutual funds and ETFs, adjusted for inflation and calculated per capita.
- AICPA Outlook Index – This broad-based composite index captures the expectations of CEOs, CFOs, Controllers, and other CPA executives and their plans for a breadth of indicators of economic activity within their own organizations. The composite measures the following factors equally: US economy optimism, organization optimism, business expansion, revenues, profits, employment, IT spending, other capital spending, training and development and Plans for spending on employee training and development over the next 12 months.

- Real Home Equity per Capita – This factor is a calculation of the Market Value of Owner-Occupied Real Estate less the Home Mortgage Liability. Both are published by the Board of Governors of the Federal Reserve System, deflated by the PCE Price Index and divided by the Civilian Non-institutional Population.
- Job Openings per Capita – Factor is a calculation of total non-farm job openings, published by the Bureau of Labor Statistics, divided by the Civilian Non-institutional Population.

Fourth Quarter 2014 Personal Financial Pain Index Top-Line Summary

Pain index at 53.3 is 3.2 points (6%) lower than the previous quarter and 6.1 points (10%) lower than the prior year's level.

Comparing the current index to the previous quarter, the biggest contributor to the reduction in overall value was a 7 point decline in inflation, followed by a 4 point decline in loan delinquencies and a 3 point decline in underemployment. Taxes were flat.

The decline from the prior year's level was driven by a 19 point reduction in loan delinquencies (the largest change in the period for any factor of either pain or pleasure), plus a 9 point reduction in underemployment. The other two pain factors, inflation and personal taxes, increased slightly, inflation by 3 points and taxes by one point.

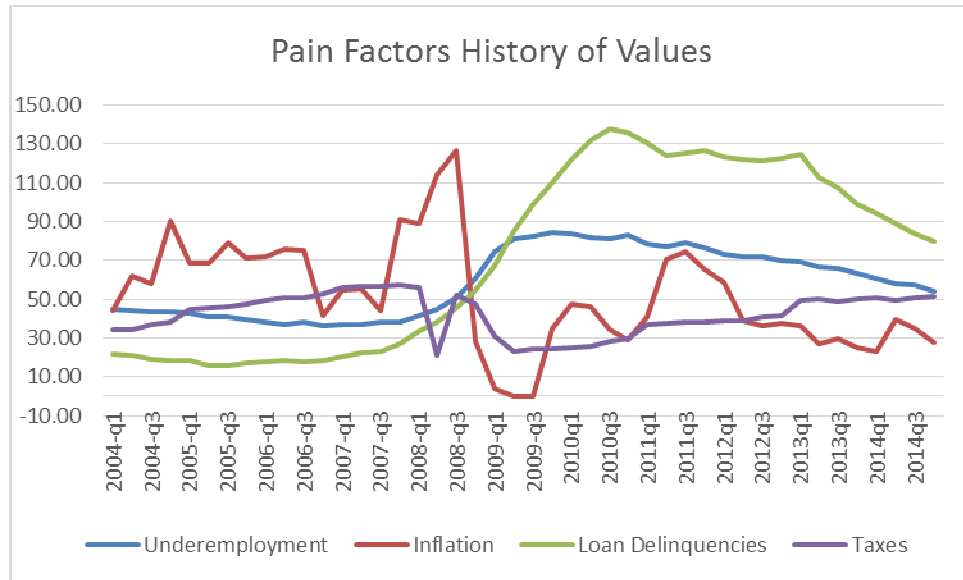
Fourth Quarter 2014 Personal Financial Pain Index Detailed Summary

Delinquencies on Loans: This factor's current level 5% lower than in the previous quarter and 19% below the prior year's level. Improvements are due to both delinquencies on mortgages and delinquencies on all loans. The current mortgage delinquency rate (7%) is much higher than that for all loans (2.9%). The percentage declines have been similar.

Underemployment: This factor is currently 5% lower than in the previous quarter and 14% below the prior year.

Inflation: This factor is 20% lower than its value in the previous quarter and 12% higher than it was in the prior year.

Personal Taxes: Personal taxes are flat with the previous quarter's value and 2% higher than they measured in the prior year.



Personal Financial Pain Index Components Defined

The *Personal Financial Pain* index is a measurement of the following negative economic factors:

- Inflation – This factor is comprised of 95 percent annual change in the PCE Price Index and 5 percent annual change in the Consumer Price Index for Fuel Oil and Other Fuels, as published by the BLS.
- Personal Taxes – This factor uses BLS statistics on income including realized net capital gains, taxes on personal property, payments for motor vehicle licenses, and several miscellaneous taxes, licenses, and fees. Social security and Medicare taxes are excluded, as are taxes on real property, sales taxes, and certain penalty taxes. Personal current taxes are measured on a payments basis (i.e., when paid) except for withheld taxes (largely on wages and salaries) which are measured on an accrual basis.
- Delinquencies on Loans – Taken from data published by the Board of Governors of the Federal Reserve System, this factor is calculated as 75 percent delinquency rate on single family residential mortgages and 25 percent the delinquency rate on all loans and all commercial banks, both
- Underemployment – This BLS-calculated factor is a combination of full title total unemployed numbers, all marginally attached workers, and total number of workers employed part-time for economic reasons.

Chart View of Above Information

Component	4Q13		3Q14		4Q14		Change vs. the prior year the previous quarter	
	Data	Index	Data	Index	Data	Index		
<i>Net Index</i>		-8.3		0.1		6.6	14.9	6.5
<i>Pleasure</i>		51.1		56.5		59.9	8.8	3.4
PFS 750 Market Index (\$ trillion, index)	20.4	69	23.0	72	24.2	79	10	7
CPA Outlook (index)	69	45	74	50	78	54	9	4
Home Equity (\$ trillion, index)	9.4	46	10.7	52	10.8	52	6	0
Job Openings (millions, index)	4.0	44	4.6	52	4.8	55	11	3
<i>Pain (subtracted)</i>		59.4		56.5		53.3	-6.1	-3.2
Underemployment (% , index)	13.1	63	12.0	57	11.4	54	-9	-3
Inflation (% , index)	1.0	25	1.5	35	1.2	28	3	-7
Taxes (% , index)	11.8	50	11.8	51	11.9	51	1	0
Loan Delinquencies (% , index)	7.1	99	6.0	84	5.7	80	-19	-4