



economic influences on decision making

These economic factors may influence personal and financial decisions:

consumer prices

changes in the buying power of the dollar, inflation

consumer spending

demand for goods and services

gross domestic product (GDP)

total value of goods and services produced within the country

housing starts

the number of new homes being built

interest rates

the cost of borrowing money

money supply

funds available for spending in the economy

stock market index

(such as the Dow Jones Averages, Standard & Poor's 500)
indicate general trends in the value of U.S. stocks

unemployment

the number of people without employment who are willing to work