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Monthly New York State Consumer Confidence Index including Gas and Food Analysis

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Debt Ceiling Debate Results: U.S. Consumer Confidence Plummet; NY's Falls
Future Outlook Hits 2011 Low; Most Now Expect Prolonged Economic Troubles
Weak Demand for Major Purchases Persist; Cars Hit 12 Month Low

Loudonville, NY - New York State consumer confidence decreased 1.9 points in July, while the nation's confidence decreased 7.8 points, according to the latest poll by the Siena (College) Research Institute (SRI). At 63.0, New York's overall consumer confidence is 0.7 points below the nation's* 63.7 confidence level.

July 2011 Consumer Confidence:	The Nation*	New York State	diff. points	New York State	Metro NYC	Upstate NY
Overall	63.7 (-7.8)	63.0 (-1.9)	-0.7	63.0 (-1.9)	65.9 (-1.2)	58.1 (-3.1)
Current	75.8 (-6.2)	64.8 (1.5)	-11.0	64.8 (1.5)	62.9 (-0.8)	67.5 (4.6)
Future	56.0 (-8.8)	61.8 (-4.1)	5.8	61.8 (-4.1)	67.9 (-1.5)	52.1 (-8.0)

() reflects the point change from previous month. *National data compiled by the U. of Michigan

In July, buying plans were up for *computers*, 2.9 points to 15.0%. Buying plans were down for *cars/trucks*, 1.9 points to 8.3%; *furniture*, 1.1 points to 16.4%; *major home improvements*, 0.6 points to 14.4% and *homes*, 0.2 points to 3.8%.

“The scores are in. This month’s debt ceiling crisis has driven the consumer mood nationally into the tank and in New York while the fall wasn’t as steep, the tears are just as real,” according to **Dr. Doug Lonnstrom, professor of statistics and finance at Siena College and SRI Founding Director.** **“Gone right now is the optimism consumers had as 2011 started. In fact, future confidence, that is, the hope and faith that tomorrow will be better than today for me and for the economy is the lowest we’ve seen this year. Did all that talk of insolvency scare consumers? Short answer, YES!”**

Each month since January 1999, the SRI survey establishes a Consumer Confidence index number for New York State consumers. This index number allows a direct comparison of New Yorkers to all Americans (“the nation”) as surveyed by the University of Michigan’s Consumer Sentiment index. The SRI survey measures *current* and *future* consumer confidence, which combined provides the *overall* consumer confidence. SRI further looks at confidence in New York State by region (metro New York City and Upstate), age, income, gender and party.

Consumer Confidence in New York State (index numbers):			
July 2011			
(Groups listed in descending order by Overall CCI Rating)			
	Overall	Current	Future
Democrats	69.5 (-4.1)	69.7 (1.9)	69.3 (-8.1)
Higher income	66.7 (-3.8)	71.3 (-1.1)	63.7 (-5.6)
Metro NYC	65.9 (-1.2)	62.9 (-0.8)	67.9 (-1.5)
Men	64.5 (-1.0)	69.0 (2.7)	61.6 (-3.4)
Under Age 55	64.0 (-6.1)	63.7 (-2.6)	64.2 (-8.3)
New York State	63.0 (-1.9)	64.8 (1.5)	61.8 (-4.1)
Women	61.8 (-2.5)	61.4 (1.1)	62.0 (-4.9)
Age 55+	61.8 (0.6)	65.6 (4.6)	59.4 (-1.9)
Republicans	58.8 (3.5)	65.2 (6.1)	54.8 (2.0)
Lower income	58.2 (-2.4)	54.2 (-1.2)	60.8 (-3.2)
Upstate NY	58.1 (-3.1)	67.5 (4.6)	52.1 (-8.0)

Consumer Confidence and Buying Plans; Summary of Previous 36 Months								
	Consumer Confidence			Buying Plans				
	Overall Index	Current Index	Future Index	Car/Truck	Computer	Furniture	Home	Major Home Improvement
July 2008	53.4	54.6	52.6	7.7%	9.7%	12.8%	2.6%	15.3%
July 2009	64.3	63.3	65.0	11.5%	12.5%	16.6%	4.1%	14.4%
July 2010	63.0	66.0	61.1	9.6%	12.8%	17.4%	2.0%	13.7%
July 2011	63.0	64.8	61.8	8.3%	15.0%	16.4%	3.8%	14.4%
3 Year Difference	9.6	10.2	9.2	0.6%	5.3%	3.6%	1.2%	-0.9%
Highest	76.5 (Jan 11)	75.8 (Jan 11)	76.9 (Jan 11)	12.7% (Apr 11)	16.3% (May 10 & Dec 10)	22.7% (Jan 11 & Feb 11)	4.7% (Aug 08 & May 10)	18.0% (Mar 10)
Lowest	51.6 (Oct 08)	49.7 (Oct 08)	52.6 (Jul 08)	7.0% (Aug 10)	7.4% (Oct 08)	10.3% (Nov 08)	2.0% (Jul 10 & Aug 10)	10.9% (Nov 08)

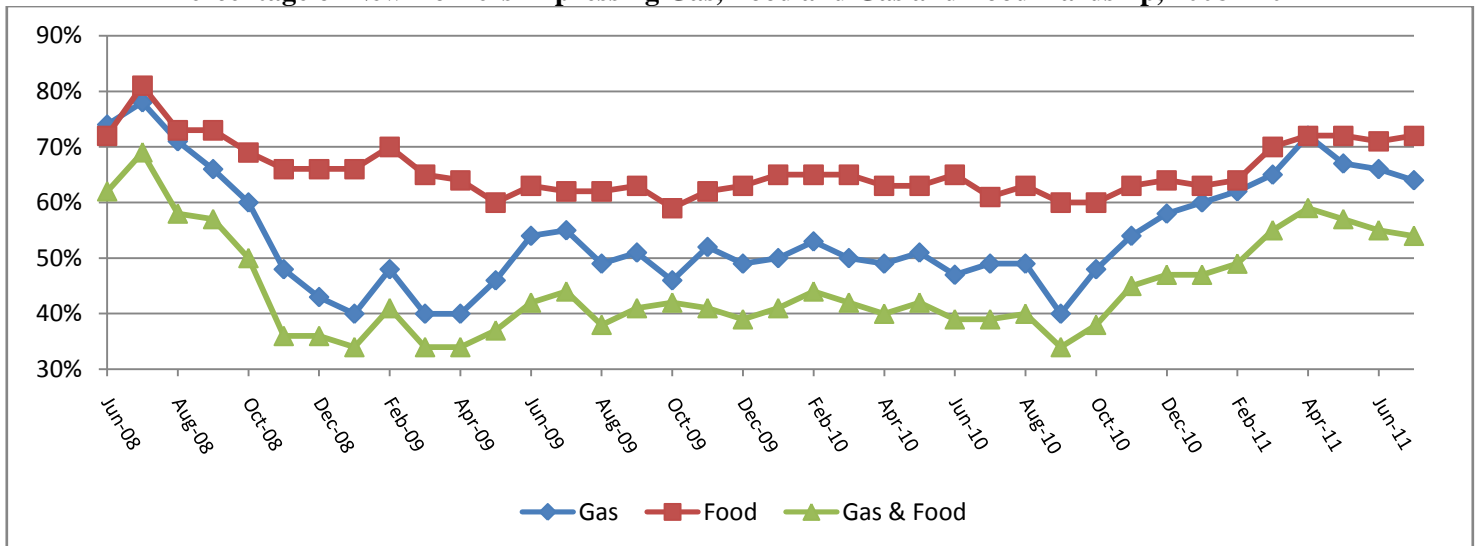
“With all this talk about debt, it’s no surprise that consumers appear very hesitant to do any borrowing of their own for new major goods. Intent to purchase cars and trucks is the lowest since this time last year and over one and a half points below the average demand during this recession, since December of 2007. Consumers need a steady shower of stability with a rainbow of hope wrapped in jobs in order to turn this around,” according to Dr. Lonnstrom.

Gas and Food Price Analysis

Sixty-four percent of all New Yorkers say that current gasoline prices are having a very serious or somewhat serious impact on their financial condition. Seventy-two percent of state residents indicate that the amount of money they spend on groceries is having either a very serious or somewhat serious impact on their finances. Fifty-four percent of state residents say that both gasoline and food prices are having either a somewhat or very serious impact on their finances.

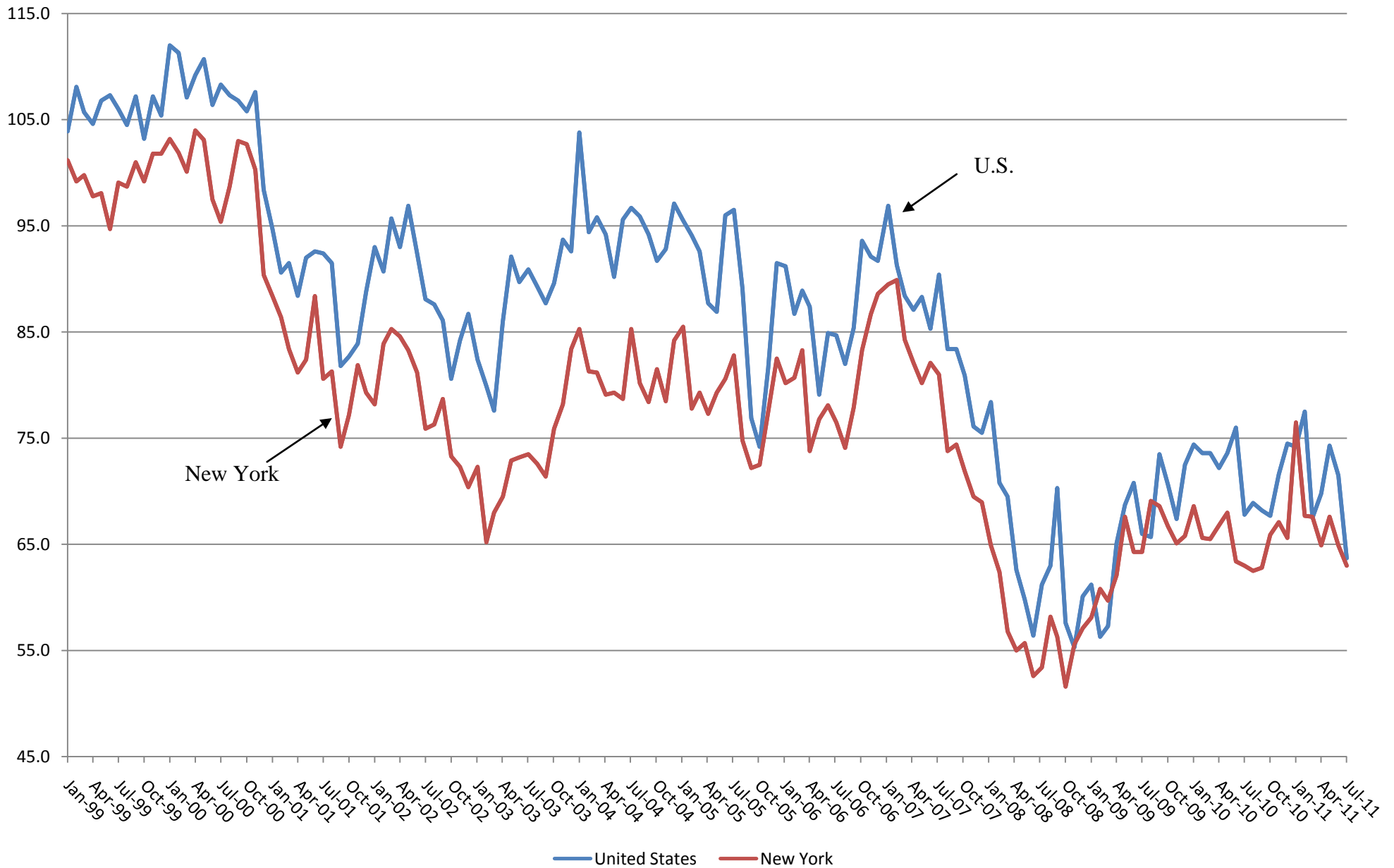
The following chart shows the percentage of New York State residents that report a hardship from 1) gasoline prices, 2) food prices, and 3) both gas and food prices from June 2008 through July 2011.

Percentage of New Yorkers Expressing Gas, Food and Gas and Food Hardship, 2008 - 2011



The SRI survey of Consumer Confidence was conducted in July 2011 by random telephone calls to 800 New York State residents over the age of 18. As consumer confidence is expressed as an index number developed after statistical calculations to a series of questions, “margin of error” does not apply. Buying plans, which are shown as a percentage based on answers to specific questions, do have a margin of error of ± 3.5 points. For more information or comments, please call Dr. Douglas Lonnstrom, Siena College professor of finance and statistics and SRI Founding Director, at 518-783-2362 (office) or 518-456-6073 (home). Survey cross-tabulations and buying plans can be found at www.siena.edu/sri/ccj. SRI is an independent, non-partisan research institute. SRI subscribes to the American Association of Public Opinion Research (AAPOR) Code of Professional Ethics and Practices.

Index of Consumer Sentiment, U.S. and New York, 1999-Present



Seriousness of Gas and Food Prices: Percentage of NY'ers

Total percent by category indicating a somewhat or very serious problem.

	Gasoline				Food				Both Gas and Food			
	Jul 2011	Jun 2011	May 2011	Apr 2011	Jul 2011	Jun 2011	May 2011	Apr 2011	Jul 2011	Jun 2011	May 2011	Apr 2011
Upstate NY	72%	75%	83%	83%	72%	75%	74%	76%	59%	63%	62%	69%
Republicans	60%	72%	74%	76%	68%	75%	76%	64%	50%	62%	64%	59%
Lower Income	65%	69%	67%	76%	81%	78%	79%	78%	57%	59%	58%	63%
Under age 55	67%	68%	74%	72%	73%	72%	75%	72%	56%	56%	63%	59%
Men	65%	67%	68%	72%	70%	66%	69%	69%	54%	54%	55%	59%
New York State	64%	66%	67%	72%	72%	71%	72%	72%	54%	55%	57%	59%
Women	63%	64%	67%	73%	73%	75%	72%	72%	53%	55%	58%	60%
Age 55+	61%	64%	62%	73%	71%	71%	70%	71%	52%	54%	52%	59%
Higher Income	62%	60%	68%	68%	66%	65%	67%	66%	51%	50%	55%	56%
Metro NYC	58%	60%	62%	65%	71%	68%	71%	69%	49%	49%	52%	54%
Democrats	61%	59%	63%	67%	70%	68%	67%	69%	50%	48%	52%	54%

Siena College Research Institute July 2011

Full table available on website: www.siena.edu/sri