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Monthly New York State Index of Consumer Sentiment including Gas and Food Analysis

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NY Consumer Sentiment Slips; Falls to 20 Month Low
Future Outlook Down 10 Points from Fall 2012; Fewer Expect Better Days Coming
All Buying Plans Soften; Gas and Food Worries on the Rise

Loudonville, NY – The New York State Index of Consumer Sentiment decreased 2.1 points in August, while the nation’s Index decreased 3.0 points, according to the latest poll by the Siena (College) Research Institute (SRI). At 73.3, New York’s overall Index of Consumer Sentiment is 8.8 points below the nation’s* Index of 82.1.

August 2013 Index of Consumer Sentiment:	The Nation*	New York State	diff. points	New York State	Metro NYC	Upstate NY
Overall	82.1 (-3.0)	73.3 (-2.1)	-8.8	73.3 (-2.1)	74.7 (-2.8)	71.1 (-0.6)
Current	95.2 (-3.4)	78.8 (-0.4)	-16.4	78.8 (-0.4)	76.6 (-1.8)	82.2 (2.2)
Future	73.7 (-2.8)	69.8 (-3.2)	-3.9	69.8 (-3.2)	73.5 (-3.4)	64.0 (-2.4)

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

In August, buying plans were down for for cars/trucks, 1.8 points to 12.9%, consumer electronics, 1.0 points to 34.5%, furniture, 2.9 points to 18.0%, homes, 0.8 points to 3.8%, and major home improvements, 1.1 points to 16.2%.

“Overall Consumer Sentiment slipped again in August reaching its lowest level since December of 2011 as eroding Future Sentiment, down over ten points from last fall, was the prime suspect,” according to Dr. Doug Lonnstrom, professor of statistics and finance at Siena College and SRI Founding Director. “Despite housing market resurgence, jittery financial markets and possible military involvement in Syria nearly twice as many New Yorkers have a pessimistic view of our five-year economic conditions compared to those with optimistic projections. Today, nearly as many consumers expect their personal finances to deteriorate as improve over the next twelve months. Early 2013 hopes have now faded.”

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

Consumer Sentiment in New York State (index numbers): August 2013			
(Groups listed in descending order by Overall ICS Rating)			
	Overall	Current	Future
Democrats	84.4 (1.1)	85.3 (3.1)	83.9 (0.0)
Higher income	82.1 (0.0)	88.7 (-0.3)	77.8 (0.2)
Under Age 55	79.0 (1.7)	81.1 (3.8)	77.6 (0.2)
Men	76.6 (-5.2)	84.1 (-3.8)	71.8 (-6.0)
Metro NYC	74.7 (-2.8)	76.6 (-1.8)	73.5 (-3.4)
New York State	73.3 (-2.1)	78.8 (-0.4)	69.8 (-3.2)
Women	71.9 (1.7)	76.2 (4.2)	69.1 (0.0)
Upstate NY	71.1 (-0.6)	82.2 (2.2)	64.0 (-2.4)
Age 55+	70.5 (-3.4)	77.7 (-2.6)	65.9 (-3.9)
Lower income	65.1 (-2.3)	67.8 (2.2)	63.3 (-5.3)
Republicans	64.8 (-1.0)	74.3 (-0.4)	58.6 (-1.5)

Index of Consumer Sentiment and Buying Plans; Summary of Last Six Years								
	Index of Consumer Sentiment			Buying Plans				
	Overall Index	Current Index	Future Index	Car/Truck	Consumer Electronics ¹	Furniture	Home	Major Home Improvement
Aug 2008	58.2	58.0	58.4	8.5%		14.3%	4.7%	15.1%
Aug 2009	69.1	64.8	71.8	9.9%		15.0%	3.5%	13.3%
Aug 2010	62.5	63.7	61.8	7.0%		15.3%	2.0%	13.8%
Aug 2011	61.8	62.2	61.6	9.5%		16.8%	4.9%	13.3%
Aug 2012	73.9	73.1	74.4	11.0%		19.8%	3.7%	15.2%
Aug 2013	73.3	78.8	69.8	12.9%	34.5%	18.0%	3.8%	16.2%
Highest	79.4 (Nov 12)	80.7 (Jun 13)	80.8 (Oct 12)	14.1% (Nov 12)	35.5% (Jul 13)	24.6% (Jun 13)	5.7% (May 12)	19.6% (Jun 13)
Lowest	51.6 (Oct 08)	49.7 (Oct 08)	52.8 (Oct 08)	7.0% (Aug 10)		10.3% (Nov 08)	2.0% (Jul 10 & Aug 10)	10.9% (Nov 08)

1. In order to more accurately measure consumers' intent to purchase the entire family of goods including not only computers but also cell phones, television and tablets, in July SRI changed the wording of this one buying plan from "computers" to "consumer electronics like personal computers, cellphones, televisions and tablets". While this move sacrifices the trend lines associated with computers only, the long-term benefit of polling on consumer electronics justifies the change.

“With the unsettling news in the Middle East, oil prices spiked and, as a result, concern about gas prices rose in August and, may very well, be headed higher. Concern about food prices followed suit, up two points in August overall and standing at seventy-eight percent among low income households in New York.

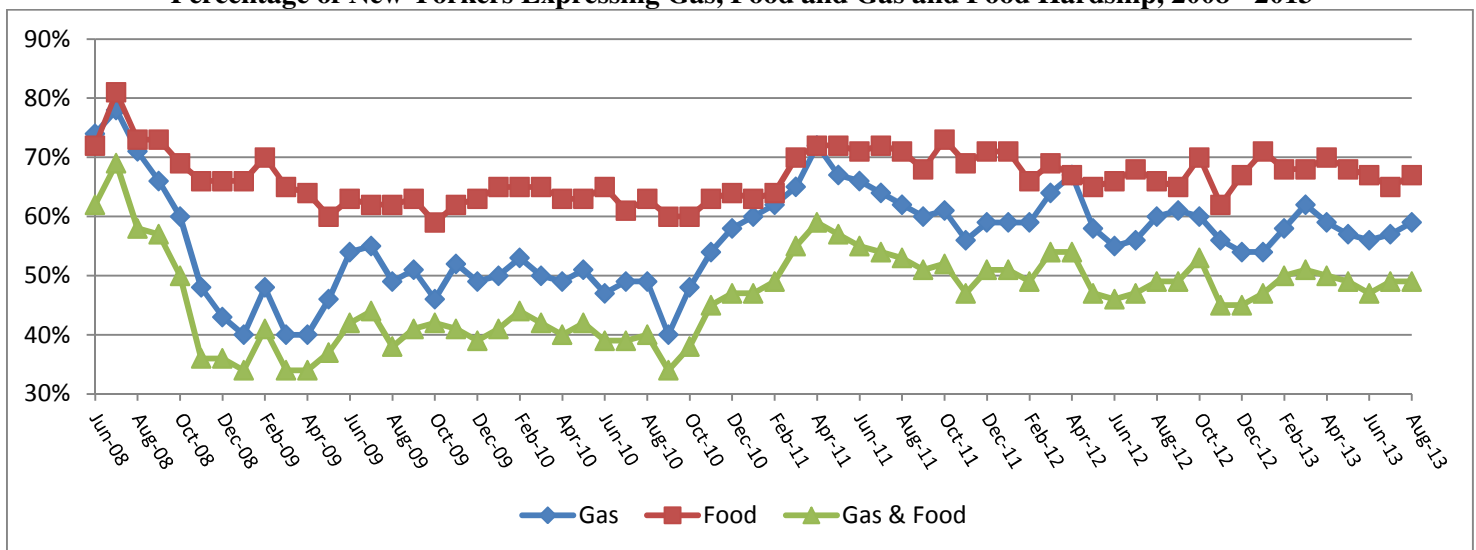
“While buying plans for cars and trucks, homes and home improvements are slightly higher than this time last year, plans to purchase those items as well as furniture and consumer electronics fell last month. As overall sentiment has dropped so too has consumer willingness to spend,” according to Dr. Lonnstrom.

Gas and Food Price Analysis

Fifty-nine percent of all New Yorkers say that current gasoline prices are having a very serious or somewhat serious impact on their financial condition. Sixty-seven 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. Forty-nine percent of state residents say that both gasoline and food prices are having either a somewhat or very serious impact on their finances.

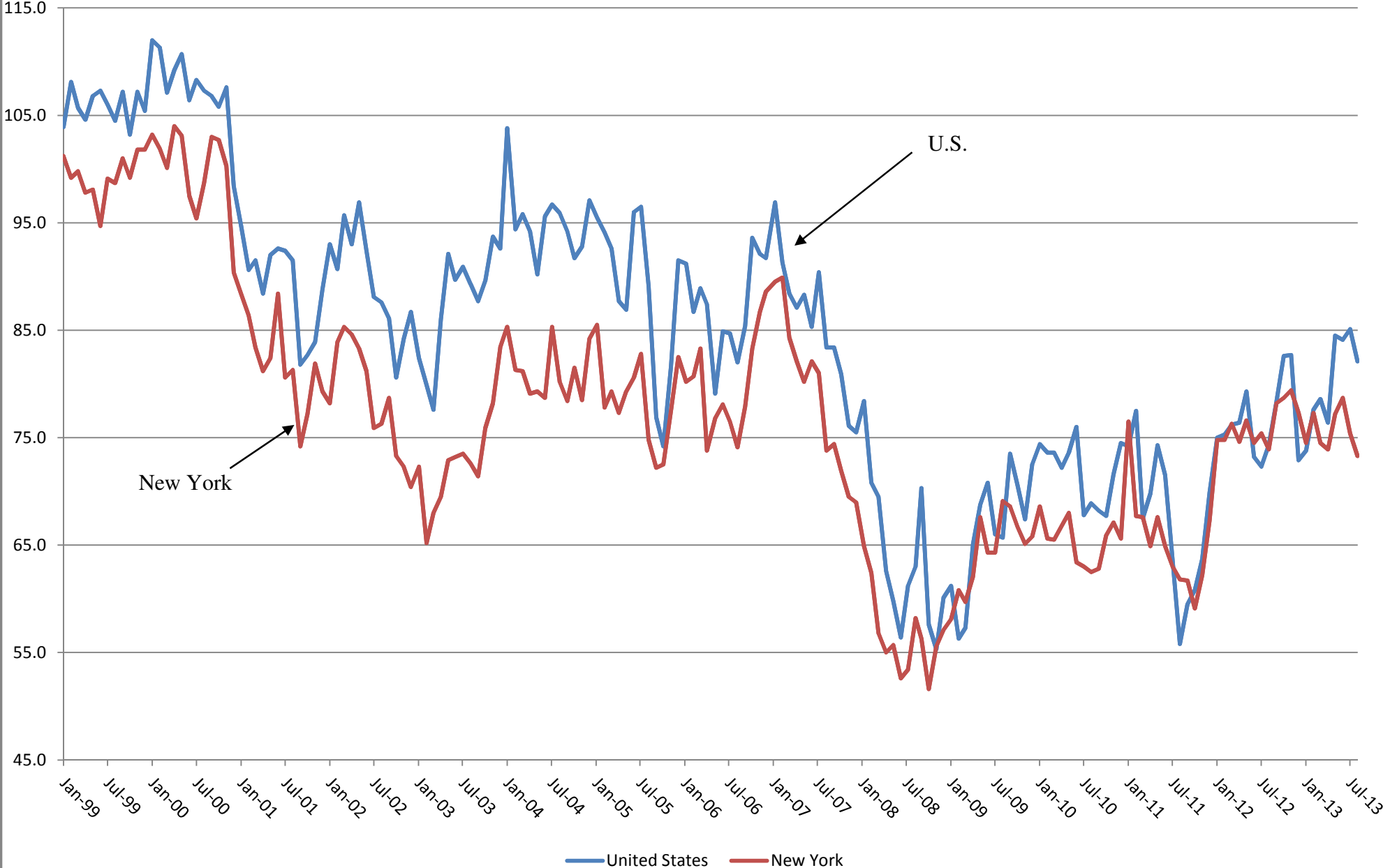
The following chart shows the percentage of New York State residents that report a hardship from 1) gasoline prices, 2) food prices, and 3) both gas and food prices from June 2008 through August 2013.

Percentage of New Yorkers Expressing Gas, Food and Gas and Food Hardship, 2008 - 2013



The SRI Index of Consumer Sentiment was conducted in August 2013 by random telephone calls to 556 New York State residents over the age of 18. As consumer sentiment 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 ± 4.2 points. For more information or comments, please call Dr. Doug Lonnstrom, at 518-783-2362. 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			
	Aug 2013	Jul 2013	Jun 2013	May 2013	Aug 2013	Jul 2013	Jun 2013	May 2013	Aug 2013	Jul 2013	Jun 2013	May 2013
Upstate NY	71%	66%	68%	69%	66%	68%	69%	71%	58%	57%	57%	58%
Lower Income	65%	60%	63%	58%	78%	77%	78%	78%	57%	57%	56%	53%
Republicans	62%	62%	61%	68%	65%	66%	69%	69%	51%	51%	52%	57%
Women	62%	58%	55%	57%	72%	70%	71%	73%	52%	51%	48%	49%
Age 55+	60%	53%	54%	55%	66%	63%	62%	64%	49%	45%	44%	45%
New York State	59%	57%	56%	57%	67%	65%	67%	68%	49%	49%	47%	49%
Under age 55	59%	63%	61%	59%	71%	70%	72%	76%	49%	54%	52%	55%
Democrats	56%	50%	53%	47%	66%	63%	64%	66%	45%	42%	45%	40%
Men	54%	56%	58%	56%	60%	60%	60%	63%	42%	46%	46%	49%
Higher Income	54%	54%	52%	57%	55%	58%	58%	63%	40%	43%	42%	49%
Metro NYC	52%	51%	49%	49%	67%	63%	64%	67%	43%	43%	41%	43%

Siena College Research Institute August 2013

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