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QUARTERLY CONSUMER CONFIDENCE BY NINE NY STATE MSA'S

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PDF version; trends: www.siena.edu/SRI/CCI

Current Confidence down in Every Region of State; Consumers Continue to Cringe

Future Outlook Up in Binghamton, Buffalo, LI, Mid-Hudson and Albany; Still Long Way to Optimism

Short Term Buying Plans Show Little Hope for Holiday Surge

Loudonville, NY – Overall Consumer Confidence increased in two of nine New York State MSA's in the third quarter of 2010, according to the latest ***Quarterly Consumer Confidence*** survey released today by the Siena (College) Research Institute (SRI). At 68.0, the New York City region had the highest overall consumer confidence of the nine regions, and the Utica region had the lowest, at 56.3. Current confidence **decreased** in all nine regions while future confidence **increased** in five of the nine regions.

***Overall* confidence is *up*:**	***Current* confidence is *up*:**	***Future* confidence is *up*:**
1.4 points in Binghamton to 57.1 (#7) 1.2 points in Long Island to 66.1 (#2) Mid Hudson unchanged at 59.1 (#6)		4.4 points in Binghamton to 51.1 (#7) 4.2 points in Buffalo to 53.8 (#6) 2.5 points in Long Island to 64.5 (#2) 1.4 points in Mid Hudson to 57.4 (#4) 1.3 points in Albany to 58.2 (#3)
***Overall* confidence is *down*:**	***Current* confidence is *down*:**	***Future* confidence is *down*:**
0.5 points in Buffalo to 59.1 (#6) 0.9 points in Albany to 63.0 (#3) 3.0 points in Rochester to 62.5 (#4) 3.3 points in Syracuse to 60.3 (#5) 3.3 points in Utica to 56.3 (#8) 3.9 points in NYC to 68.0 (#1)	0.8 points in Long Island to 68.6 (#3) 1.5 points in NYC to 64.8 (#7) 2.3 points in Mid Hudson to 61.8 (#8) 3.4 points in Binghamton to 66.3 (#5) 3.4 points in Utica to 66.0 (#6) 4.2 points in Albany to 70.5 (#1) 4.2 points in Rochester to 70.5 (#1) 5.3 points in Syracuse to 69.4 (#2) 7.5 points in Buffalo to 67.5 (#4)	2.0 points in Syracuse to 54.5 (#5) 2.2 points in Rochester to 57.4 (#4) 3.2 points in Utica to 50.1 (#8) 5.3 points in NYC to 70.1 (#1)

"Month after month, quarter after quarter, across the state consumer confidence is treading water in very rough seas," according to Dr. Doug Lonnstrom, Siena College Professor and SRI's Founding Director. "We've seen very little change over the last five quarters. No region is close to getting their head above water as every region remains well below the equilibrium point at which optimism would at least balance out negative consumer attitudes. This quarter, consumers say things have gotten worse for them at an increasing rate while only just over half the regions became more optimistic about their future. Prospects for holiday spending remain flat in nearly every area. Unfortunately, New Yorkers must continue to tighten up the life preserver and hope that 2011 provides more jobs, economic development and reason to spend."

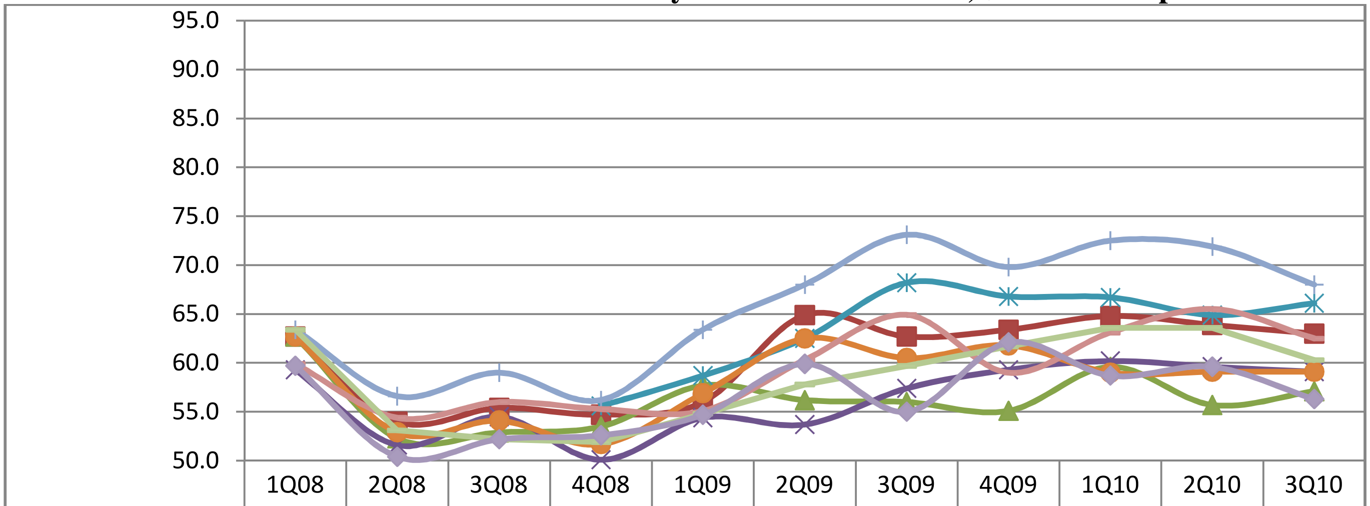
SRI's **Quarterly Consumer Confidence Index** reports regions known as "metropolitan statistical areas" (MSA's). An MSA is a core urbanized area of 50,000 or more people plus adjacent counties with strong social or economic ties, as measured by commuting patterns. SRI has been following quarterly consumer confidence trends by MSA since the 4th quarter of 2001. The following table compares the 3rd quarter of 2009 with the 3rd quarter of 2010 across each of the MSA's and states the percentage increase. The table restates consumer confidence for each MSA as a percentage of "Equilibrium", that is, the point at which equal percentages of respondents feel optimistic and pessimistic about the economy.

	3rd Quarter Index 2009	3rd Quarter Index 2010	Percent Increase from Previous Year	Current Index as Percentage of Equilibrium
Albany	62.7	63.0	0%	83%
Binghamton	56.0	57.1	2%	75%
Buffalo	57.4	59.1	3%	78%
Long Island	68.2	66.1	-3%	87%
Mid Hudson	60.5	59.1	-2%	78%
NYC	73.1	68.0	-7%	89%
Rochester	64.9	62.5	-4%	82%
Syracuse	59.7	60.3	1%	79%
Utica	55.0	56.3	2%	74%

The intent of the Consumer Confidence Index is to measure peoples' ***willingness to spend****, as opposed to their* ***ability to spend****. The nine MSA's studied - Albany, Binghamton, Buffalo, Long Island, Mid Hudson, NYC, Rochester, Syracuse, and Utica - are profiled in an attempt to provide regional measures of the state's economic health. This data reports consumer confidence for the 3rd quarter by MSA and should not be confused with SRI's monthly New York State index.*

The SRI survey measures *current* and *future* consumer confidence, which combined provides the *Overall* Consumer Confidence.

Overall Consumer Confidence by MSA and Statewide, Jan '08 to Sept '10



	1Q08	2Q08	3Q08	4Q08	1Q09	2Q09	3Q09	4Q09	1Q10	2Q10	3Q10
Albany	62.7	54.0	55.4	54.7	56.0	64.9	62.7	63.4	64.8	63.9	63.0
Binghamton	62.7	52.3	52.9	53.5	57.7	56.2	56.0	55.1	59.6	55.7	57.1
Buffalo	59.3	51.6	54.5	50.1	54.4	53.7	57.4	59.3	60.2	59.6	59.1
Long Island				55.6	58.7	62.5	68.2	66.8	66.7	64.9	66.1
Mid Hudson	62.7	52.9	54.1	51.7	56.9	62.5	60.5	61.8	59	59.1	59.1
Primary NYC	63.4	56.6	59.0	56.2	63.4	68.0	73.1	69.8	72.5	71.9	68.0
Rochester	59.9	54.4	56.0	55.3	55.1	60.3	64.9	59.0	63.1	65.5	62.5
Syracuse	63.4	53.1	52.2	51.9	54.8	57.8	59.7	61.7	63.6	63.6	60.3
Utica	59.7	50.4	52.2	52.6	54.7	59.9	55.0	62.1	58.7	59.6	56.3

While Consumer Confidence is reported as an *index* number, the *buying plans* portion of the survey reflects the percent of respondents who plan specific expenditures in the next six months. Of the 45 buying decisions possible across the nine MSA's, 16 were up this quarter and 29 were down. Each buying plan per MSA displays the current percentage of respondents intending to purchase, the change from last quarter, and the historic average percentage of respondents by MSA that have intended to purchase.

Buying Plans: 3rd Quarter 2010, by MSA with Change from Last Quarter and Historic Average

	Albany	Binghamton	Buffalo	Long Island	Mid Hudson	NYC	Rochester	Syracuse	Utica
Car/Truck	12.0 (1.0 pts) *13.4%*	7.8 (-2.4 pts) *11.6%*	10.2 (-3.4 pts) *12.7%*	11.5 (0.6 pts) *11.2%*	10.5 (-0.2 pts) *10.8%*	8.9 (-1.5 pts) *12.0%*	9.3 (1.1 pts) *11.5%*	11.5 (0.3 pts) *12.9%*	12.4 (1.2 pts) *10.8%*
Computer	10.2 (-5.8 pts) *11.6%*	8.0 (-0.3 pts) *9.6%*	7.3 (-2.7 pts) *10.0%*	14.9 (-0.8 pts) *12.6%*	11.2 (-1.7 pts) *11.5%*	14.2 (-1.7 pts) *17.4%*	12.0 (1.6 pts) *13.7%*	13.4 (2.9 pts) *10.3%*	9.8 (-1.2 pts) *8.2%*
Furniture	15.6 (-1.4 pts) *18.1%*	11.7 (0.3 pts) *13.8%*	11.5 (-5.0 pts) *16.1%*	16.1 (-1.3 pts) *16.0%*	13.4 (-2.5 pts) *14.3%*	22.1 (-1.4 pts) *22.5%*	14.7 (0.7 pts) *14.6%*	13.7 (3.0 pts) *14.9%*	11.7 (-0.5 pts) *12.6%*
Home	1.5 (-2.5 pts) *3.8%*	0.5 (-1.7 pts) *3.4%*	1.7 (0.2 pts) *3.7%*	4.1 (1.7 pts) *3.1%*	2.7 (-0.2 pts) *3.2%*	4.0 (-1.1 pts) *6.3%*	3.6 (0.9 pts) *3.7%*	2.0 (-0.9 pts) *3.7%*	2.9 (1.9 pts) *2.4%*
Maj. Home Improvement	17.1 (0.6 pts) *22.6%*	15.1 (-4.9 pts) *19.9%*	12.4 (-2.9 pts) *18.4%*	14.6 (-2.1 pts) *14.2%*	14.4 (-6.8 pts) *18.4%*	12.9 (-1.7 pts) *15.8%*	19.1 (0.5 pts) *18.4%*	17.1 (-0.2 pts) *20.2%*	15.6 (-2.0 pts) *17.2%*

( ) *reflects change from previous quarter; historic average in italics*

The SRI survey was conducted by random telephone calls to adults over the age of 18. The New York City and Long Island index are based on an average of SRI's monthly consumer confidence surveys. Each of the other metro area indexes is based on over 400 respondents. Survey crosstabs and frequencies for the consumer confidence of each metro area can be found on the Web at: www.siena.edu/SRI/CCI