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

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**Overall NY Consumer Confidence Unchanged in July; Nation Down**  
***Democrats Top State Willingness to Spend, Republicans Least Optimistic***  
**Car Buying Plans Highest Since Oct '07; Gas and Food Prices Still Draining Consumers**

**Loudonville, NY** - New York State consumer confidence was unchanged in July, while the nation's confidence decreased 4.8 points, according to the latest poll by the Siena (College) Research Institute (SRI). At 64.3, New York's overall consumer confidence is 1.7 points below the nation's\* 66.0 confidence level.

July 2009 Consumer Confidence:	The Nation*	New York State	diff. points	New York State	Metro NYC	Upstate NY
<b>Overall</b>	<b>66.0 (-4.8)</b>	<b>64.3 (0.0)</b>	<b>-1.7</b>	<b>64.3 (0.0)</b>	<b>66.5 (-1.2)</b>	<b>60.2 (1.2)</b>
<b>Current</b>	<b>70.5 (-2.7)</b>	<b>63.3 (1.9)</b>	<b>-7.2</b>	<b>63.3 (1.9)</b>	<b>61.8 (0.8)</b>	<b>65.6 (3.0)</b>
<b>Future</b>	<b>63.2 (-6.0)</b>	<b>65.0 (-1.2)</b>	<b>1.8</b>	<b>65.0 (-1.2)</b>	<b>69.6 (-2.4)</b>	<b>56.7 (0.0)</b>

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

In July, buying plans were up for: *cars/trucks*, 2.1 points to 11.5%; and *furniture*, 1.3 points to 16.6%. Buying plans were down for: *computers*, 0.8 points to 12.5%; *homes*, 0.2 points to 4.1%; and *major home improvements*, 0.5 points to 14.4%.

**“Despite a Dow rally, and some positive news from housing this month, New York consumer confidence did not move,” according to Dr. Douglas Lonnstrom, professor of statistics and finance at Siena College and SRI Founding Director. “Concerns over jobs and the debate over health care continue to corral consumer spending. And here in New York politics appears to be influencing confidence. Democrats’ overall confidence is twelve points higher than Republicans’ and members of the two parties see entirely different futures facing our state. Nearly as many Democrats are optimistic as are pessimistic about the future but among Republicans vast majorities expect difficult economic conditions to persist and a plurality do not believe they personally will be better off financially a year from today. Good news, well, buying plans for cars are the highest they’ve been since October 2007.”**

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.

<b>Consumer Confidence in New York State (index numbers):</b>			
<b>July 2009</b>			
<b>(Groups listed in descending order by Overall CCI Rating)</b>			
	<b>Overall</b>	<b>Current</b>	<b>Future</b>
Democrats	69.8 (0.6)	63.7 (2.3)	73.7 (-0.5)
Men	67.9 (1.8)	69.4 (3.8)	66.9 (0.5)
Metro NYC	66.5 (-1.2)	61.8 (0.8)	69.6 (-2.4)
Higher income	66.2 (0.4)	69.7 (1.1)	64.0 (0.0)
Under Age 55	64.8 (-2.0)	62.9 (1.9)	65.9 (-4.7)
<b>New York State</b>	<b>64.3 (0.0)</b>	<b>63.3 (1.9)</b>	<b>65.0 (-1.2)</b>
Age 55+	63.7 (1.3)	63.3 (1.1)	64.0 (1.5)
Lower income	63.1 (1.7)	57.6 (4.1)	66.7 (0.3)
Women	61.4 (-1.3)	58.0 (0.0)	63.5 (-2.2)
Upstate NY	60.2 (1.2)	65.6 (3.0)	56.7 (0.0)
Republicans	57.5 (-5.2)	62.2 (-3.8)	54.5 (-6.1)

Consumer Confidence and Buying Plans; Summary of Previous 24 Months								
	Consumer Confidence			Buying Plans				
	Overall Index	Current Index	Future Index	Car/ Truck	Computer	Furniture	Home	Major Home Improvement
July 2007	81.0	90.6	74.9	12.7%	11.8%	16.9%	4.2%	16.8%
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%
2 Year Difference	-16.7	-27.3	-9.9	-1.2	0.7	-0.3	-0.1	-2.4
Highest	81.0 (Jul 07)	90.6 (Jul 07)	74.9 (Jul 07)	12.7% (Jul 07)	15.5% (Dec 07)	18.5% (Nov 07)	5.0% (Sep 07)	17.9% (Apr 08)
Lowest	51.6 (Oct 08)	49.7 (Oct 08)	49.9 (Jun 08)	7.7% (Jul 08 & Jan 09)	7.4% (Oct 08)	10.3% (Nov 08)	2.2% (Jan 09)	10.9% (Nov 08)

### Gas and Food Price Analysis

Fifty-five percent of all New Yorkers say that current gasoline prices are having a very serious or somewhat serious impact on their financial condition, up one point from last month. Sixty-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. Forty-three percent of state residents say that both gasoline and food prices are having either a somewhat or very serious impact on their finances down from a high of 71% in July 2008.

**“Lessening gasoline prices this month did not lighten the financial load for New York consumers. Over half of all New Yorkers and two-thirds of Upstaters continue to say that gas is causing them a somewhat serious or serious hardship. Still, the current pinch is a fraction of last summer’s strangle hold. Similarly, food costs worry over six in ten residents overall, and three of every four low income households, but despite the effect that those prices are having on many, as a state we are better off than the near panic of last July,”** according to Dr. Lonnstrom.

The following chart shows the percentage of New York State residents by income, political party, age, location and gender that report a hardship from 1) gasoline prices, 2) food prices, and 3) both gas and food prices.

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 2009	Jun 2009	May 2009	Jul 2008	Jul 2009	Jun 2009	May 2009	Jul 2008	Jul 2009	Jun 2009	May 2009	Jul 2008
Upstate NY	66%	64%	56%	79%	68%	61%	60%	80%	55%	49%	46%	73%
Lower Income	58%	57%	51%	81%	74%	75%	70%	87%	50%	50%	43%	77%
Women	58%	53%	49%	81%	66%	66%	70%	84%	46%	44%	42%	75%
Republicans	57%	57%	50%	80%	60%	62%	62%	76%	44%	42%	42%	72%
<b>New York State</b>	<b>55%</b>	<b>54%</b>	<b>46%</b>	<b>78%</b>	<b>62%</b>	<b>63%</b>	<b>60%</b>	<b>81%</b>	<b>43%</b>	<b>42%</b>	<b>38%</b>	<b>71%</b>
Under age 55	55%	54%	46%	80%	62%	67%	62%	83%	41%	44%	39%	74%
Age 55+	55%	55%	46%	76%	61%	60%	60%	79%	44%	42%	37%	69%
Men	52%	55%	42%	75%	56%	60%	52%	77%	40%	41%	34%	67%
Higher Income	51%	52%	42%	76%	52%	53%	53%	76%	36%	35%	33%	67%
Democrats	50%	54%	43%	76%	62%	65%	65%	83%	41%	43%	36%	68%
Metro NYC	49%	48%	40%	77%	58%	65%	61%	81%	36%	38%	34%	69%

The SRI survey of Consumer Confidence was conducted in July 2009 by random telephone calls to 801 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  $\pm 3.5$  points. For more information or comments, please call Dr. Douglas Lonnstrom, SRI’s Founding Director, at 518-783-2362. Survey cross-tabulations and buying plans can be found at [www.siena.edu/sri/ccj](http://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.