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

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**Consumer Confidence Comeback Stalls; NY Drops and Trails Nation's Numbers**  
***No Buying Rally Despite Ad's and Bargains; Gas and Food Cost Impact Increasing***  
**Majority of NY'ers Still Say "I'm worse off today than a year ago"**

**Loudonville, NY** - New York State consumer confidence decreased 3.3 points in June, while the nation's confidence increased 2.1 points, according to the latest poll by the Siena (College) Research Institute (SRI). At 64.3, New York's overall consumer confidence is 6.5 points below the nation's\* 70.8 confidence level.

June 2009 Consumer Confidence:	The Nation*	New York State	diff. points	New York State	Metro NYC	Upstate NY
<b>Overall</b>	<b>70.8 (2.1)</b>	<b>64.3 (-3.3)</b>	<b>-6.5</b>	<b>64.3 (-3.3)</b>	<b>67.7 (-2.5)</b>	<b>59.0 (-4.3)</b>
<b>Current</b>	<b>73.2 (5.5)</b>	<b>61.4 (-4.2)</b>	<b>-11.8</b>	<b>61.4 (-4.2)</b>	<b>61.0 (-4.2)</b>	<b>62.6 (-4.1)</b>
<b>Future</b>	<b>69.2 (-0.2)</b>	<b>66.2 (-2.7)</b>	<b>-3.0</b>	<b>66.2 (-2.7)</b>	<b>72.0 (-1.5)</b>	<b>56.7 (-4.4)</b>

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

In June, buying plans were up for: *computers*, 2.8 points to 13.3%; *homes*, 1.3 points to 4.3%; and *major home improvements*, 1.1 points to 14.9%. Buying plans were down for: *cars/trucks*, 1.6 points to 9.4%; and *furniture*, 2.6 points to 15.3%.

**"New Yorkers in part due to increasing gasoline prices put the brakes on last month's confidence rally," according to Dr. Douglas Lonnstrom, professor of statistics and finance at Siena College and SRI Founding Director. "Overall confidence fell this month across every demographic group. While Democrats, New York City residents and young people are more optimistic than others, a majority of all residents still say they are slipping economically. An even larger majority do not expect the next twelve months to see state economic conditions improve. Despite retailers' best efforts, New Yorkers are hesitant to endorse spending over saving, and compared to this time two years ago, their own plans to make major purchases on cars, computers, furniture, homes and improvements are down by 17% to 34%."**

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>June 2009</b>			
<b>(Groups listed in descending order by Overall CCI Rating)</b>			
	<b>Overall</b>	<b>Current</b>	<b>Future</b>
Democrats	69.2 (-1.0)	61.4 (-2.3)	74.2 (-0.2)
Metro NYC	67.7 (-2.5)	61.0 (-4.2)	72.0 (-1.5)
Under Age 55	66.8 (-0.3)	61.0 (-3.4)	70.6 (1.7)
Men	66.1 (-3.5)	65.6 (-3.4)	66.4 (-3.7)
Higher income	65.8 (-5.0)	68.6 (-2.3)	64.0 (-6.8)
<b>New York State</b>	<b>64.3 (-3.3)</b>	<b>61.4 (-4.2)</b>	<b>66.2 (-2.7)</b>
Republicans	62.7 (-2.7)	66.0 (0.0)	60.6 (-4.4)
Women	62.7 (-2.9)	58.0 (-4.6)	65.7 (-1.9)
Age 55+	62.4 (-5.5)	62.2 (-4.1)	62.5 (-6.4)
Lower income	61.4 (-2.2)	53.5 (-4.5)	66.4 (-0.8)
Upstate NY	59.0 (-4.3)	62.6 (-4.1)	56.7 (-4.4)

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
June 2007	82.1	90.9	76.4	13.4%	16.1%	23.1%	5.6%	20.5%
June 2008	52.6	56.9	49.9	10.1%	11.9%	16.1%	2.5%	14.8%
June 2009	64.3	61.4	66.2	9.4%	13.3%	15.3%	4.3%	14.9%
2 Year Difference	-17.8	-29.5	-10.2	-4.0	-2.8	-7.8	-1.3	-5.6
Highest	82.1 (Jun 07)	90.9 (Jun 07)	76.4 (Jun 07)	13.4% (Jun 07)	16.1% (Jun 07)	23.1% (Jun 07)	5.6% (Jun 07)	20.5% (Jun 07)
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-four percent of all New Yorkers say that current gasoline prices are having a very serious or somewhat serious impact on their financial condition, up eight points from last month. Sixty-three 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-two 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.

**“For the second straight month, increasing gasoline prices immediately registered with New Yorkers. Nearly two-thirds of Upstaters now say gasoline prices are causing them at least a somewhat serious financial hardship. A majority of all residents are now dreading the pump up from only 40% just two months ago. While it seems unlikely we will approach the record numbers of last July when eight of every ten New Yorkers suffered under gas and food price pressure, consumers quickly feel any increase in those every day commodities and those concerns translate immediately into lessened overall consumer confidence,”** 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			
	Jun 2009	May 2009	Apr 2009	July 2008	Jun 2009	May 2009	Apr 2009	July 2008	Jun 2009	May 2009	Apr 2009	July 2008
Upstate NY	64%	56%	46%	79%	61%	60%	65%	80%	49%	46%	40%	73%
Lower Income	57%	51%	45%	81%	75%	70%	76%	87%	50%	43%	39%	77%
Republicans	57%	50%	43%	80%	62%	62%	62%	76%	42%	42%	36%	72%
Age 55+	55%	46%	40%	76%	60%	60%	62%	79%	42%	37%	34%	69%
Men	55%	42%	37%	75%	60%	52%	57%	77%	41%	34%	30%	67%
Under age 55	54%	46%	40%	80%	67%	62%	66%	83%	44%	39%	33%	74%
<b>New York State</b>	<b>54%</b>	<b>46%</b>	<b>40%</b>	<b>78%</b>	<b>63%</b>	<b>60%</b>	<b>64%</b>	<b>81%</b>	<b>42%</b>	<b>38%</b>	<b>34%</b>	<b>71%</b>
Democrats	54%	43%	35%	76%	65%	65%	66%	83%	43%	36%	31%	68%
Women	53%	49%	43%	81%	66%	70%	70%	84%	44%	42%	37%	75%
Higher Income	52%	42%	35%	76%	53%	53%	55%	76%	35%	33%	29%	67%
Metro NYC	48%	40%	36%	77%	65%	61%	63%	81%	38%	34%	30%	69%

The SRI survey of Consumer Confidence was conducted in June 2009 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  $\pm 3.5$  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/cci](http://www.siena.edu/sri/cci). 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.