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

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**Willingness to Spend Rebounds: NY Index Approaches Nation's  
 Home Buying Plans Highest since September '07  
 Future Outlook Brightens for Most; Upstate Lags  
 Lower Gas Prices Ease Consumer Burden**

**Loudonville, NY** - New York State consumer confidence increased 4.8 points in August, while the nation's confidence increased 1.8 points, according to the latest poll by the Siena (College) Research Institute (SRI). At 58.2, New York's overall consumer confidence is 4.8 points below the nation's\* 63.0 confidence level.

| <b>August, 2008<br/>Consumer Confidence:</b> | <b>The<br/>Nation*</b> | <b>New York<br/>State</b> | <b>diff.<br/>points</b> | <b>New York<br/>State</b> | <b>Metro<br/>NYC</b> | <b>Upstate<br/>NY</b> |
|--|------------------------|---------------------------|-------------------------|---------------------------|----------------------|-----------------------|
| <b>Overall</b>                               | <b>63.0(1.8)</b>       | <b>58.2(4.8)</b>          | <b>4.8</b>              | <b>58.2(4.8)</b>          | <b>61.1(6.4)</b>     | <b>51.9 (1.5)</b>     |
| <b>Current</b>                               | <b>71.0(-2.1)</b>      | <b>58.0(3.4)</b>          | <b>13.0</b>             | <b>58.0(3.4)</b>          | <b>58.8(3.8)</b>     | <b>55.4(1.9)</b>      |
| <b>Future</b>                                | <b>57.9(4.4)</b>       | <b>58.4(5.8)</b>          | <b>-0.5</b>             | <b>58.4(5.8)</b>          | <b>62.5(8.0)</b>     | <b>49.6(1.2)</b>      |

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

In August, buying plans were up for: *cars/trucks*, 0.8 points to 8.5%; *computers*, 1.1 points to 10.8%; *furniture*, 1.5 points to 14.3%; and *homes*, 2.1 points to 4.7%. Buying plans were down for: *major home improvements*, 0.2 points to 15.1%.

**“Overall consumer confidence moved significantly upwards this month” according to Dr. Douglas Lonnstrom, professor of statistics and finance at Siena College and SRI Founding Director. “With New York City residents, seniors and upper income residents feeling more optimistic and home buying plans nearly doubling this month, we may have begun climbing out of the depths. Despite looking up a steep economic hill, more New Yorkers today think they will be better off next summer than those that believe they will backslide over the coming year.”**

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):<br/>August 2008</b> |                  |                  |                  |
|---|------------------|------------------|------------------|
| <b>(Groups listed in descending order by Overall CCI Rating)</b>              |                  |                  |                  |
|   | <b>Overall</b>   | <b>Current</b>   | <b>Future</b>    |
| Republicans   | 65.8(5.0)        | 70.1(6.8)        | 63.0(3.9)        |
| Under Age 55  | 60.0(3.4)        | 61.0(4.5)        | 59.4(2.7)        |
| Men   | 60.8(4.8)        | 61.0(2.2)        | 60.6(6.3)        |
| Higher income   | 61.4(6.3)        | 61.8(3.4)        | 61.1(8.0)        |
| Metro NYC   | 61.1(6.4)        | 58.8(3.8)        | 62.5(8.0)        |
| <b>New York State</b>   | <b>58.2(4.8)</b> | <b>58.0(3.4)</b> | <b>58.4(5.8)</b> |
| Democrats   | 56.3(3.5)        | 53.1(-1.1)       | 58.4(6.6)        |
| Age 55+   | 56.8(6.0)        | 55.7(2.2)        | 57.4(8.2)        |
| Women   | 55.3(4.5)        | 54.2(3.4)        | 56.0(5.1)        |
| Upstate NY  | 51.9(1.5)        | 55.4(1.9)        | 49.6(1.2)        |
| Lower income  | 53.4(3.7)        | 50.8(2.6)        | 55.0(4.4)        |

## Gas and Food Prices Analysis

Seventy-one percent of all New Yorkers say that current gasoline prices are having a very serious or somewhat serious impact on their financial condition. At the same time, 73% 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. Six out of every ten state residents say that both gasoline and food prices are having either a somewhat or very serious impact on their finances.

**“The serious impact of gas and food prices is down from July’s sobering figure but with nearly three-fourths of all citizens and even two-thirds of higher income residents reporting financial stresses, the problem is still quite serious,” 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.

| <b>Seriousness of Gas and Food Prices: Percentage of NY'ers -- 2008</b>         |                 |                |                |               |                |                |                          |                |                |
|---|-----------------|----------------|----------------|---------------|----------------|----------------|--------------------------|----------------|----------------|
| <b>Total percent by category indicating a somewhat or very serious problem.</b> |                 |                |                |               |                |                |                          |                |                |
|   | <b>Gasoline</b> |                |                | <b>Food</b>   |                |                | <b>Both Gas and Food</b> |                |                |
|   | <b>Aug 08</b>   | <b>July 08</b> | <b>June 08</b> | <b>Aug 08</b> | <b>July 08</b> | <b>June 08</b> | <b>Aug 08</b>            | <b>July 08</b> | <b>June 08</b> |
| Upstate NY  | 79%             | 79%            | 75%            | 74%           | 80%            | 69%            | 67%                      | 73%            | 61%            |
| Lower Income  | 76%             | 81%            | 81%            | 79%           | 87%            | 84%            | 66%                      | 77%            | 74%            |
| Under age 55  | 75%             | 80%            | 79%            | 71%           | 83%            | 73%            | 63%                      | 74%            | 66%            |
| Women   | 73%             | 81%            | 73%            | 78%           | 84%            | 77%            | 64%                      | 75%            | 67%            |
| Democrats   | 72%             | 76%            | 76%            | 77%           | 83%            | 75%            | 62%                      | 68%            | 64%            |
| <b>New York State</b>   | <b>71%</b>      | <b>78%</b>     | <b>74%</b>     | <b>73%</b>    | <b>81%</b>     | <b>72%</b>     | <b>60%</b>               | <b>71%</b>     | <b>62%</b>     |
| Age 55+   | 69%             | 76%            | 71%            | 73%           | 79%            | 72%            | 58%                      | 69%            | 62%            |
| Men   | 69%             | 75%            | 74%            | 67%           | 77%            | 68%            | 57%                      | 67%            | 60%            |
| Higher Income   | 68%             | 76%            | 71%            | 67%           | 76%            | 64%            | 55%                      | 67%            | 57%            |
| Metro NYC   | 67%             | 77%            | 73%            | 72%           | 81%            | 74%            | 57%                      | 69%            | 65%            |
| Republicans   | 65%             | 80%            | 74%            | 61%           | 76%            | 73%            | 50%                      | 72%            | 64%            |

In order to track consumers’ sense of the seriousness with which gas and food prices are affecting their household budget, SRI begins this month to compute and publish the “Gas and Food Impact Seriousness Index.” In this index, a score of 100 would be generated within any group if equal percentages of respondents said that gas and food were having a somewhat or very serious impact on their finances as compared to those that said those prices were either having ‘not a very’ or ‘not at all’ a serious impact. Any index score above 100 indicates growing concern over gas and food prices, while a score under 100 would indicate that concerns over gas and food are lessening. The following chart shows the Gas and Food Impact Seriousness Index for the last three months.

| <b>Gas and Food Impact Seriousness Index</b> |                    |                  |                  |
|--|--------------------|------------------|------------------|
|  | <b>August 2008</b> | <b>July 2008</b> | <b>June 2008</b> |
| Lower Income                                 | 156                | 170              | 166              |
| Upstate NY                                   | 154                | 161              | 145              |
| Women  | 153                | 166              | 151              |
| Democrats                                    | 149                | 161              | 152              |
| Under age 55                                 | 146                | 164              | 153              |
| <b>New York State</b>                        | <b>145</b>         | <b>159</b>       | <b>147</b>       |
| Age 55+                                      | 144                | 156              | 144              |
| Metro NYC                                    | 141                | 158              | 149              |
| Men  | 137                | 153              | 144              |
| Higher Income                                | 136                | 152              | 136              |
| Republicans                                  | 127                | 156              | 147              |

The SRI survey of Consumer Confidence was conducted in August 2008 by random telephone calls to 623 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  $\pm 3.9$  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/august08cci](http://www.siena.edu/sri/august08cci)

**Siena Research Institute**  
**Summary Consumer Confidence Index**  
**New York State**

Results of random phone poll of 623 New York State residents in August 2008.

|                               | Jan-99 | Aug-07 | Sep-07 | Oct-07 | Nov-07 | Dec-07 | Jan-08 | Feb-08 | Mar-08 | Apr-08 | May-08 | Jun-08 | Jul-08 | Aug-08      | Diff |
|-------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|------|
| <b>Nation*</b>                |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| <b>ICS*</b>                   | 103.9  | 83.4   | 83.4   | 80.9   | 76.1   | 75.5   | 78.4   | 70.8   | 69.5   | 62.6   | 59.5   | 56.4   | 61.2   | <b>63.0</b> | 1.8  |
| <b>ICC*</b>                   | 116.8  | 98.4   | 97.9   | 97.6   | 91.5   | 91.0   | 94.4   | 83.8   | 84.2   | 77.0   | 71.7   | 67.6   | 73.1   | <b>71.0</b> | -2.1 |
| <b>ICE*</b>                   | 95.7   | 73.7   | 74.1   | 70.1   | 66.2   | 65.6   | 68.1   | 62.4   | 60.1   | 53.3   | 51.7   | 49.2   | 53.5   | <b>57.9</b> | 4.4  |
| <b>NYS</b>                    |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| <b>ICS</b>                    | 101.2  | 73.8   | 74.4   | 71.9   | 69.5   | 69.0   | 64.9   | 62.4   | 56.8   | 55.0   | 55.7   | 52.6   | 53.4   | <b>58.2</b> | 4.8  |
| <b>ICC</b>                    | 111.4  | 80.7   | 80.3   | 80.3   | 78.1   | 76.9   | 72.8   | 65.6   | 61.8   | 58.0   | 60.3   | 56.9   | 54.6   | <b>58.0</b> | 3.4  |
| <b>ICE</b>                    | 94.6   | 69.3   | 70.6   | 66.4   | 64.0   | 63.9   | 59.9   | 60.3   | 53.5   | 53.1   | 52.8   | 49.9   | 52.6   | <b>58.4</b> | 5.8  |
| <b>Metro NYC</b>              |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| <b>ICS</b>                    | 105.9  | 76.2   | 73.8   | 74.1   | 70.4   | 70.3   | 65.6   | 63.4   | 58.8   | 56.8   | 58.1   | 54.4   | 54.7   | <b>61.1</b> | 6.4  |
| <b>ICC</b>                    | 113.6  | 82.2   | 78.8   | 80.0   | 77.3   | 77.2   | 72.0   | 66.3   | 63.7   | 58.4   | 61.0   | 57.3   | 55.0   | <b>58.8</b> | 3.8  |
| <b>ICE</b>                    | 100.9  | 72.3   | 70.6   | 70.3   | 65.9   | 65.9   | 61.6   | 61.6   | 55.7   | 55.7   | 56.2   | 52.6   | 54.5   | <b>62.5</b> | 8.0  |
| <b>Outside Metro NYC</b>      |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| <b>ICS</b>                    | 96.1   | 69.9   | 75.4   | 67.7   | 67.7   | 66.3   | 63.3   | 60.3   | 53.1   | 51.3   | 50.8   | 49.8   | 50.4   | <b>51.9</b> | 1.5  |
| <b>ICC</b>                    | 108.7  | 78.8   | 83.4   | 81.5   | 79.6   | 76.1   | 74.7   | 65.2   | 58.4   | 57.6   | 58.4   | 56.1   | 53.5   | <b>55.4</b> | 1.9  |
| <b>ICE</b>                    | 88.1   | 64.2   | 70.3   | 58.9   | 60.1   | 60.0   | 56.0   | 57.2   | 49.6   | 47.2   | 46.0   | 45.8   | 48.4   | <b>49.6</b> | 1.2  |
| <b>Democrat</b>               |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| <b>ICS</b>                    | 107.8  | 68.8   | 74.7   | 73.1   | 68.5   | 69.8   | 62.5   | 62.1   | 54.4   | 54.4   | 54.4   | 52.5   | 52.8   | <b>56.3</b> | 3.5  |
| <b>ICC</b>                    | 117.4  | 74.7   | 80.3   | 80.3   | 75.8   | 77.0   | 68.2   | 65.2   | 59.9   | 58.4   | 55.7   | 55.4   | 54.2   | <b>53.1</b> | -1.1 |
| <b>ICE</b>                    | 101.7  | 65.0   | 71.0   | 68.4   | 63.7   | 65.1   | 58.9   | 60.1   | 50.9   | 51.8   | 53.5   | 50.6   | 51.8   | <b>58.4</b> | 6.6  |
| <b>Republican</b>             |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| <b>ICS</b>                    | 96.6   | 87.3   | 80.3   | 78.8   | 79.1   | 71.2   | 73.3   | 69.1   | 62.5   | 59.0   | 60.0   | 51.7   | 60.8   | <b>65.8</b> | 5.0  |
| <b>ICC</b>                    | 109.1  | 98.5   | 88.3   | 86.8   | 89.4   | 77.7   | 81.9   | 73.9   | 72.0   | 61.0   | 68.2   | 57.3   | 63.3   | <b>70.1</b> | 6.8  |
| <b>ICE</b>                    | 88.5   | 80.0   | 75.2   | 73.7   | 72.5   | 67.0   | 67.9   | 65.9   | 56.5   | 57.7   | 54.8   | 48.2   | 59.1   | <b>63.0</b> | 3.9  |
| <b>Age &lt; 55</b>            |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| <b>ICS</b>                    | 105.6  | 79.7   | 76.5   | 77.9   | 75.4   | 77.5   | 68.2   | 64.3   | 60.6   | 58.1   | 58.5   | 54.7   | 56.6   | <b>60.0</b> | 3.4  |
| <b>ICC</b>                    | 116.3  | 84.5   | 81.5   | 83.4   | 85.6   | 85.2   | 74.3   | 63.3   | 67.1   | 60.3   | 63.7   | 58.4   | 56.5   | <b>61.0</b> | 4.5  |
| <b>ICE</b>                    | 98.8   | 76.6   | 73.2   | 74.4   | 68.9   | 72.5   | 64.2   | 65.0   | 56.5   | 56.7   | 55.2   | 52.3   | 56.7   | <b>59.4</b> | 2.7  |
| <b>Age &gt; 55</b>            |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| <b>ICS</b>                    | 96.3   | 68.2   | 72.5   | 67.0   | 64.5   | 63.1   | 62.2   | 60.6   | 53.4   | 52.5   | 53.7   | 51.4   | 50.8   | <b>56.8</b> | 6.0  |
| <b>ICC</b>                    | 105.3  | 77.7   | 79.2   | 78.1   | 71.6   | 71.1   | 71.6   | 66.7   | 57.3   | 56.1   | 57.6   | 55.7   | 53.5   | <b>55.7</b> | 2.2  |
| <b>ICE</b>                    | 90.5   | 62.0   | 68.1   | 59.9   | 59.9   | 58.0   | 56.2   | 56.7   | 50.9   | 50.1   | 51.1   | 48.7   | 49.2   | <b>57.4</b> | 8.2  |
| <b>Male</b>                   |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| <b>ICS</b>                    | 100.7  | 75.9   | 77.9   | 74.1   | 73.9   | 73.0   | 68.8   | 64.9   | 58.1   | 58.7   | 58.5   | 55.6   | 56.0   | <b>60.8</b> | 4.8  |
| <b>ICC</b>                    | 110.6  | 83.4   | 83.4   | 81.1   | 85.3   | 81.6   | 76.6   | 69.4   | 64.4   | 61.8   | 64.1   | 62.2   | 58.8   | <b>61.0</b> | 2.2  |
| <b>ICE</b>                    | 94.4   | 71.0   | 74.4   | 69.6   | 66.7   | 67.5   | 63.7   | 62.0   | 54.0   | 56.7   | 55.0   | 51.4   | 54.3   | <b>60.6</b> | 6.3  |
| <b>Female</b>                 |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| <b>ICS</b>                    | 101.9  | 72.2   | 71.0   | 69.5   | 65.1   | 65.2   | 60.9   | 59.9   | 55.6   | 51.1   | 53.1   | 49.8   | 50.8   | <b>55.3</b> | 4.5  |
| <b>ICC</b>                    | 112.1  | 78.8   | 77.3   | 79.2   | 71.3   | 72.5   | 69.4   | 62.2   | 59.5   | 54.2   | 56.5   | 51.2   | 50.8   | <b>54.2</b> | 3.4  |
| <b>ICE</b>                    | 95.4   | 67.9   | 66.9   | 63.3   | 61.1   | 60.5   | 55.5   | 58.4   | 53.1   | 49.2   | 50.9   | 48.9   | 50.9   | <b>56.0</b> | 5.1  |
| <b>Income &lt;\$50,000/yr</b> | Jan-99 |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| <b>ICS</b>                    | 95.7   | 67.3   | 65.6   | 65.1   | 60.5   | 63.8   | 60.5   | 58.2   | 54.1   | 53.7   | 52.2   | 47.7   | 49.7   | <b>53.4</b> | 3.7  |
| <b>ICC</b>                    | 106.5  | 72.0   | 71.3   | 71.3   | 65.6   | 64.6   | 66.0   | 56.9   | 55.0   | 52.0   | 55.0   | 50.1   | 48.2   | <b>50.8</b> | 2.6  |
| <b>ICE</b>                    | 88.8   | 64.2   | 62.0   | 61.1   | 57.2   | 63.3   | 56.9   | 59.1   | 53.5   | 54.8   | 50.4   | 46.2   | 50.6   | <b>55.0</b> | 4.4  |
| <b>Income \$50,000+/yr</b>    |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| <b>ICS</b>                    | 107.8  | 79.3   | 81.0   | 77.3   | 74.4   | 72.8   | 67.4   | 65.2   | 59.6   | 55.9   | 58.4   | 55.1   | 55.1   | <b>61.4</b> | 6.3  |
| <b>ICC</b>                    | 117.8  | 87.9   | 88.3   | 88.3   | 85.3   | 85.2   | 77.3   | 71.6   | 67.1   | 62.2   | 65.6   | 61.8   | 58.4   | <b>61.8</b> | 3.4  |
| <b>ICE</b>                    | 101.4  | 73.7   | 76.4   | 70.3   | 67.4   | 64.9   | 61.1   | 61.1   | 54.8   | 51.8   | 53.8   | 50.9   | 53.1   | <b>61.1</b> | 8.0  |

\* National Index compiled by University of Michigan

| Siena Research Institute  |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|------|
| New York State Survey   |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| Statewide Monthly Consumer Confidence   |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| Tracking Summary  |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| Results of random phone poll of 623 New York State residents in August, 2008, margin of error +/-3.9. |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| Conducted by the Siena Research Institute, Loudonville, NY.   |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| Please check which, if any, of the items you plan to buy in the next SIX months.                      |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| OVERALL   | Apr-07 | May-07 | Jun-07 | Jul-07 | Aug-07 | Sep-07 | Oct-07 | Nov-07 | Dec-07 | Jan-08 | Feb-08 | Mar-08 | Apr-08 | May-08 | Jun-08 | Jul-08 | Aug-08      | Diff |
| <b>Car/Truck</b>  |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| Yes   | 15.3   | 13.9   | 13.4   | 12.7   | 9.2    | 12.1   | 12.6   | 10.3   | 9.9    | 8.5    | 10.1   | 10.1   | 10.6   | 8.5    | 10.1   | 7.7    | <b>8.5</b>  | 0.8  |
| No  | 80.6   | 83.7   | 83.9   | 85.5   | 86.8   | 83.7   | 85.2   | 86.5   | 88.3   | 88.3   | 87.3   | 87.3   | 85.5   | 89.2   | 87.6   | 90.3   | <b>90.0</b> | -0.3 |
| Not Sure  | 4.0    | 2.4    | 2.7    | 1.8    | 4.0    | 4.2    | 2.3    | 3.2    | 1.8    | 3.2    | 2.6    | 2.6    | 3.9    | 2.3    | 2.3    | 2.0    | <b>1.4</b>  | -0.6 |
| <b>Computer</b>   |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| Yes   | 16.8   | 13.4   | 16.1   | 11.8   | 11.6   | 13.1   | 12.7   | 12.6   | 15.5   | 11.7   | 11.1   | 14.6   | 11.6   | 10.8   | 11.9   | 9.7    | <b>10.8</b> | 1.1  |
| No  | 78.5   | 80.6   | 77.9   | 81.1   | 80.8   | 81.3   | 81.3   | 81.5   | 77.9   | 82.3   | 82.3   | 79.5   | 81.8   | 84.7   | 83.6   | 85.3   | <b>84.8</b> | -0.5 |
| Not Sure  | 4.7    | 6.0    | 6.0    | 7.1    | 7.6    | 5.6    | 6.0    | 6.0    | 6.6    | 5.9    | 6.6    | 5.9    | 6.6    | 4.5    | 4.4    | 4.9    | <b>4.5</b>  | -0.4 |
| <b>Furniture</b>  |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| Yes   | 22.7   | 19.2   | 23.1   | 16.9   | 15.3   | 17.1   | 18.0   | 18.5   | 17.8   | 18.3   | 17.4   | 15.9   | 14.8   | 16.8   | 16.1   | 12.8   | <b>14.3</b> | 1.5  |
| No  | 71.0   | 74.2   | 69.8   | 75.0   | 74.6   | 76.3   | 76.5   | 76.3   | 78.4   | 76.7   | 78.1   | 79.6   | 78.9   | 78.4   | 79.0   | 81.3   | <b>79.1</b> | -2.2 |
| Not Sure  | 6.3    | 6.6    | 7.1    | 8.1    | 10.1   | 6.6    | 5.5    | 5.2    | 3.8    | 5.0    | 4.5    | 4.5    | 6.3    | 4.8    | 4.9    | 5.9    | <b>6.6</b>  | 0.7  |
| <b>Home</b>   |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| Yes   | 5.3    | 5.3    | 5.6    | 4.2    | 4.2    | 5.0    | 3.5    | 4.4    | 4.3    | 3.1    | 4.0    | 4.0    | 3.7    | 3.7    | 2.5    | 2.6    | <b>4.7</b>  | 2.1  |
| No  | 91.3   | 91.8   | 91.3   | 92.6   | 91.0   | 92.1   | 93.4   | 94.2   | 92.5   | 94.2   | 92.3   | 93.6   | 92.6   | 94.7   | 95.7   | 94.3   | <b>93.1</b> | -1.2 |
| Not Sure  | 3.4    | 2.9    | 3.1    | 3.2    | 4.8    | 2.9    | 3.1    | 1.5    | 3.2    | 2.7    | 3.7    | 2.4    | 3.7    | 1.6    | 1.8    | 3.1    | <b>2.2</b>  | -0.9 |
| <b>Major Home Improvement</b>   |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |             |      |
| Yes   | 21.0   | 20.6   | 20.5   | 16.8   | 15.1   | 16.1   | 17.2   | 17.6   | 16.0   | 15.4   | 15.4   | 17.8   | 17.9   | 16.9   | 14.8   | 15.3   | <b>15.1</b> | -0.2 |
| No  | 73.2   | 74.5   | 74.2   | 75.2   | 78.4   | 76.9   | 77.9   | 76.5   | 78.2   | 78.5   | 78.0   | 75.4   | 74.5   | 77.7   | 80.1   | 78.9   | <b>79.3</b> | 0.4  |
| Not Sure  | 5.8    | 4.8    | 5.3    | 8.1    | 6.4    | 6.9    | 4.8    | 6.0    | 5.8    | 6.1    | 6.6    | 6.7    | 7.6    | 5.3    | 5.2    | 5.9    | <b>5.6</b>  | -0.3 |

**Siena Research Institute - August 2008, 623 completes +/- 3.9%**

Gasoline prices affect us all to different degrees. Would you say that gasoline prices are having ...

|                    | Total | Party |       |             | GENDER |       | Region |             |       |         | AGE   |       | Income    |           |
|--------------------|-------|-------|-------|-------------|--------|-------|--------|-------------|-------|---------|-------|-------|-----------|-----------|
|                    |       | Dem   | Rep   | Ind./ Other | M      | F     | NYC    | NYC Suburbs | Metro | Upstate | 18-54 | 55+   | <\$50,000 | >\$50,000 |
| very serious       | 35.3% | 40.4% | 21.2% | 38.1%       | 32.0%  | 38.8% | 35.8%  | 34.9%       | 34.1% | 37.8%   | 35.4% | 34.7% | 48.7%     | 24.0%     |
| somewhat serious   | 35.8% | 31.2% | 43.8% | 36.3%       | 37.0%  | 34.5% | 30.2%  | 39.9%       | 33.2% | 41.3%   | 39.4% | 33.9% | 27.4%     | 43.9%     |
| not very serious   | 14.0% | 11.2% | 21.9% | 12.4%       | 18.0%  | 9.8%  | 12.8%  | 14.8%       | 14.5% | 12.9%   | 14.6% | 13.8% | 9.4%      | 17.6%     |
| not at all serious | 12.7% | 15.8% | 10.9% | 10.2%       | 11.7%  | 13.7% | 17.7%  | 8.9%        | 15.2% | 7.5%    | 9.8%  | 14.3% | 12.8%     | 12.8%     |
| don't know         | 1.1%  | 0.4%  | 2.2%  | 1.3%        | 0.6%   | 1.6%  | 1.5%   | 0.8%        | 1.7%  | 0.0%    | 0.4%  | 1.7%  | 0.9%      | 1.0%      |
| no opinion         | 1.1%  | 1.2%  | 0.0%  | 1.8%        | 0.6%   | 1.6%  | 1.9%   | 0.6%        | 1.4%  | 0.5%    | 0.4%  | 1.7%  | 0.9%      | 0.6%      |

And now thinking about food prices and the amount of money you spend on groceries for your household. Would you say that current food prices are having ...

|                    | Total | Party |       |             | GENDER |       | Region |             |       |         | AGE   |       | Income    |           |
|--------------------|-------|-------|-------|-------------|--------|-------|--------|-------------|-------|---------|-------|-------|-----------|-----------|
|                    |       | Dem   | Rep   | Ind./ Other | M      | F     | NYC    | NYC Suburbs | Metro | Upstate | 18-54 | 55+   | <\$50,000 | >\$50,000 |
| very serious       | 33.5% | 37.3% | 21.9% | 36.3%       | 28.5%  | 38.8% | 37.7%  | 30.4%       | 34.6% | 31.3%   | 30.3% | 35.0% | 47.4%     | 20.8%     |
| somewhat serious   | 39.0% | 39.6% | 39.4% | 38.1%       | 38.9%  | 39.1% | 35.1%  | 41.9%       | 37.2% | 42.8%   | 40.6% | 38.3% | 31.2%     | 46.2%     |
| not very serious   | 17.5% | 13.1% | 27.0% | 16.8%       | 21.5%  | 13.4% | 16.6%  | 18.2%       | 17.8% | 16.9%   | 18.9% | 16.8% | 15.0%     | 20.2%     |
| not at all serious | 9.5%  | 9.6%  | 11.7% | 8.0%        | 10.4%  | 8.5%  | 10.2%  | 8.9%        | 10.2% | 8.0%    | 9.8%  | 9.4%  | 6.0%      | 12.5%     |
| don't know         | 0.3%  | 0.4%  | 0.0%  | 0.4%        | 0.6%   | 0.0%  | 0.0%   | 0.6%        | 0.0%  | 1.0%    | 0.4%  | 0.3%  | 0.4%      | 0.3%      |
| no opinion         | 0.2%  | 0.0%  | 0.0%  | 0.4%        | 0.0%   | 0.3%  | 0.4%   | 0.0%        | 0.2%  | 0.0%    | 0.0%  | 0.3%  | 0.0%      | 0.0%      |